

LIFE

**NINETEEN YOUNG
AMERICAN ARTISTS**
10 PAGES IN COLOR

EDWARD JOHN STEVENS JR.

MARCH 20, 1950 20 CENTS
YEARLY SUBSCRIPTION \$6.00
(CANADA, \$6.50)



Studebaker Champion 2-door sedan

Sleek new Studebaker styling saves gasoline for you!

GAS economy is written all over the trim, clean dream lines of this low, long, alluring, excitingly new 1950 Studebaker.

Its very look tells you it's a car with the right build for thrift. You don't see a trace of bulging excess bulk that would squander power needlessly.

You see instead a beautifully flight-streamed car—with the sleek, going-somewhere distinction of a jet plane—Studebaker's "next look"!

What's more, a new perfection of balance in this Studebaker's rugged structure gives you a ride that's like a skyway glide for smoothness.

Stop in now at your nearest Studebaker dealer's showroom and try out that ride—the 1950 "miracle ride" of motoring.

Watch how quickly and completely this Studebaker convinces you that it's the tops-in-value 1950 car—tops in everything you've wanted!

**New 1950
Studebaker**

*Out ahead in style...
in thrift...in value!*



Plenty of "stretch-out" room gives you relaxed comfort in all the 1950 Studebakers—even the low-price Studebaker Champion two-door sedan that you see pictured here is richly appointed and upholstered.



Gasoline really delivers mileage in a Studebaker. No burdensome excess bulk hitch-hikes a ride at your expense. Studebaker's automatic overdrive is available too at extra cost—assures extra economy.



Brakes automatically adjust themselves! This exclusive Studebaker advancement gives you the swift, sure stopping power of a brand-new car right down to the last layer of lining! New safety and new savings!



This Studebaker father-and-son team is one of many. They're famous for painstaking craftsmanship that puts a plus of enduring value into every Studebaker car. ©1950, The Studebaker Corp., South Bend 27, Indiana, U.S.A.

White sidewall tires and wheel trim rings optional at extra cost

FOXES in general have less massive teeth than other members of the canine family. Shown here is a **Red Fox**, distinguished by its rusty red fur, black-fronted forelegs and white-tipped tail.



The **Prairie Wolf**, or **COYOTE**, differs from other wolves in its smaller size and fox-like head.



THE "TRADE-MARKS" OF NATURE *

mark the difference in canines...

* Prepared in cooperation with specialists of American Museum of Natural History, N. Y.



The **GERMAN SHEPHERD**, or German Police dog, resembles a wolf—but the dog has shorter hair, less mane and a smaller head in proportion to the body.



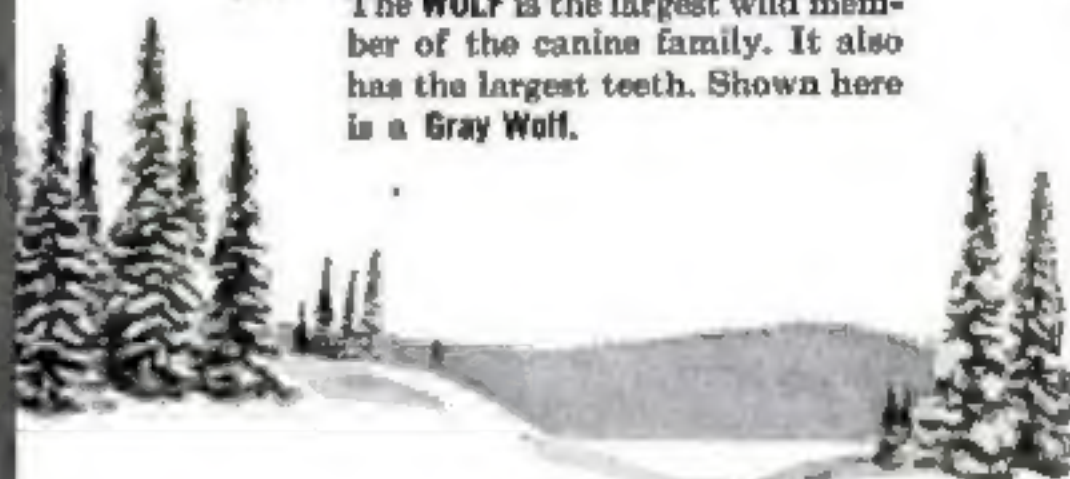
The **JACKAL** is distinguished by a fox-like appearance and by being more richly colored than the wolf. For example, the **African Black-Backed Jackal** shown here has a black back, reddish sides and white underparts.

THE TRADE-MARK "ETHYL"

marks the important difference in gasoline



The **WOLF** is the largest wild member of the canine family. It also has the largest teeth. Shown here is a **Gray Wolf**.



ENJOY THE DIFFERENCE!



Just fill your tank with gasoline from an "Ethyl" pump and feel the difference for yourself. Because "Ethyl" gasoline averages *five full octane numbers higher* than regular gasoline, it will bring out the full power and performance of your car. And because it has, on the average, a higher volatility, it will give you faster starting and warm-up.

When you see the familiar yellow-and-black "Ethyl" emblem on a pump, you know you are getting the best gasoline your service station offers—gasoline that is improved with "Ethyl" antiknock fluid, the famous ingredient that steps up power and performance.

"Ethyl" products are made by **ETHYL CORPORATION**, Chrysler Bldg., New York 17, N. Y.

This One



X4KC-Z75-5HOD

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YOU ... and YOU ... and YOU—
 need never sigh over thighsl For
 Kayser's Fit-All-Top® nylons CAN'T cut
 or bind above your knee: this famous
 patented construction is a guaranteed
 2-way-stretch! 15 denier, 51 gauge or
 30 denier, 45 gauge, Mids, Longs.
 \$1.50 to \$1.75

**So, for good
 and fitting reasons
 insist on**

KAYSER HOSIERY • GLOVES • LINGERIE

*Only Kayser makes this patented
 Fit-All-Heel® guaranteed not to twist!*

LETTERS TO THE EDITORS

THE DANGER OF WAR

Sirs:

LIFE's objective analysis of the critical situation confronting our country ("The Danger of War," LIFE, Feb. 27) is a clear call to take stock before it is too late. As a citizen, thank you from the bottom of my heart.

J. H. FLATLEY JR.
 Captain, U.S.N.

Office of Commander
 Air Force, Atlantic

Sirs:

It was a terrible transgression of journalistic integrity to present to the American public an issue that was rampant with a fatalistic defeatist tone, and that certainly could neither instruct nor stimulate that public to greater peacefully constructive efforts.

DON BROWN

Lewistown, Pa.

Sirs:

Your defense issue was so informative that I wrote an editorial about it on Page 1 for Feb. 26. It said in part: "Practically the entire issue merits the serious attention of all loyal and thinking Americans. . . . Men will fight for freedom, but when they are free and life is easy, the fight goes out of them. They are like the grasshopper in the summertime who puts nothing in store for the winter. . . . It is not too late, if we but lay aside our indifference and face the facts, brutal as they may be."

J. C. PHILLIPS
 Editor

Borger News-Herald
 Borger, Texas

Sirs:

You have done an excellent job. You refer, however, to a quotation of mine that we might suffer 15 million casualties the first day of war as coming from the head of the nuclear research division of the Navy. I resigned this position last summer.

While working in the office of the Secretary of Defense and later with the Navy, I found that secrecy and more secrecy was and still is the rule. Yet there is little reason behind the secrecy. Ultimately it goes back to the Congress where a few headline-hunting Senators have used the atom as a football. The insidious effects of secrecy are felt not only outside but also inside the government. Atomic matters are so closely bird-dogged that only a very small fraction of the people most concerned get to use the data they most need. In the area of civil defense, for example, the effects have been most disastrous. Nothing has been done on civil defense and apparently nothing will be done (except talk) for a long time.

RALPH E. LAPP

Buffalo, N.Y.

Sirs:

From a cynical observer of modern civilization's modes and manners, LIFE has become the journalistic light-house of this muddled and fearful age. It has taken the puzzled and apathetic American by the hand and led him through the narrow paths of enlightenment, a responsibility, by the way, which rightfully belongs to the national government but which the present administration has forfeited because of its blind, "ostrich-head" tactics.

RUTH TARG

Minneapolis, Minn.

CONTINUED ON PAGE 4

Joan Caulfield co-starring in
 "Dear Wife" a Paramount Picture



"Joan Caulfield's
 hands
 get La Cross care"

says FRANCES JACOT
 Studio Manicurist
 Paramount Pictures, Inc.



"While it takes only three basic implements to give a manicure," says Miss Jacot, "it takes implements of La Cross precision quality to give a perfect manicure." That's why so many professional manicurists prefer La Cross to any other manicure implements. And that's why celebrities like Joan Caulfield, whose hands get La Cross salon care, choose La Cross implements for home manicures, too!

La Cross Triple-Cut
 Zephyr File... finishes
 as it files... 45¢
 Others from 15¢

La Cross Tweezer...
 swiftly whisks eyebrows
 to loveliness... 50¢

La Cross Cuticle Nippers
 ...positive, precision,
 razor-keen blade
 action... \$4.00

La Cross

America's Finest Manicure
 Implements Since 1903

SCHNEFEL BROS. CORP., NEWARK 3, NEW JERSEY

"MMMMMMMM!"... and now she'll choose these



New SPRING GARDEN

"MMMMMM!" is for something "just right."
Like the first time you see these loveliest
of all silverplate patterns and learn
they are Sterling Inlaid to stay lovelier longer.



LOVELY LADY

"Ah!" is for something interesting like how
Holmes & Edwards silverplate has two blocks
of sterling silver at the backs of bowls
and handles of most used spoons and forks.



YOUTH

"Oh!" is for when you learn that
Holmes & Edwards is Sterling Inlaid, but not
sterling priced! Services for 8, with chest,
begin as low as \$49.95, and no excise tax!



DANISH PRINCESS

HOLMES & EDWARDS
STERLING INLAID®
SILVERPLATE



*ALL PATTERNS MADE IN U. S. A.



WET FEET?

Look out for a Cold!



● Wet feet, cold feet, can lower body resistance . . . germs can get the upper hand . . . a cold can develop. So, when your feet have been wet or cold . . . no matter what else you do . . . start gargling with Listerine Antiseptic right away. It attacks the germs before they attack you . . . reaches way back on throat surfaces to kill millions of germs associated with colds, and sore throats due to colds. It may spare you a real siege of trouble.

No matter what else you do

Gargle LISTERINE ANTISEPTIC—Quick!

LETTERS TO THE EDITORS

CONTINUED

Sirs:

Louis Johnson is doing a great service in attempting to economize without weakening. The Soviet Union would like nothing better than to see us sap our strength on large and costly projects which would be outmoded in a short time, only to be unprepared when we must actually fight.

READING J. RENTZ

Canton, Ohio

Sirs:

Linz has declared the Third World War. You have committed the American people to destruction. Under a thin disguise of journalistic objectivity, you have said in English what the Politburo's press says daily in Russian.

Some of us carry still the scars of the last war, deep scars that cut through every inch of tissue. We thanked God that we survived the war of survival. We protest the inevitability of obliteration.

HERBERT STEINFELD
WARREN T. BROOKES
WALTER B. RAUSCHENBUSH
FRANK L. BIXBY
STANLEY BERLOW
CARL R. TRIERS
RICHARD W. SACKETT
ORLANDO D. MARTINO
BENJAMIN H. WEESE
BRUCE HARRIMAN
JOSEPH A. BOYER JR.

Harvard University
Cambridge, Mass.

Sirs:

We have one question to ask: How in hell does the U.S. expect to do anything in a war against Russia with a two-platoon Army, a Navy consisting of a couple of rowboats and a war canoe, and an Air Force whose only decent bombers are in "moth balls"?

We know that we can speak for a great number of American youth who would be perfectly willing to serve their hitch if any kind of active draft program were started.

EDMUND R. SCHROEDER
WILFRED F. FRANK JR.
WAYNE H. LEWIS JR.
ALEXANDER E. SERGIENKO

Harvard University
Cambridge, Mass.

Sirs:

. . . Out of the entire mess I would say one faint ray of hope peeps out. It is this: Washington would most assuredly be among the first cities to be atomized. Congress meets in Washington. Congress in self defense will probably meet the situation.

TOM GIBSON

Harrisonburg, Va.

Sirs:

After reading your "obliteration issue" this evening, I moved to the very edge of my chair and watched our blue-eyed, towheaded Billy as he romped around the room.

Imagine my thoughts.

BLAINE S. RICE

Holyoke, Mass.

Sirs:

Greatly depressed and with my faith at a low ebb, I attended the local meeting in observance of the World Day of Prayer. There I was revived and consoled by such biblical quotations as: "Behold, God is my salvation; I will trust and not be afraid; for the Lord Jehovah is my strength and song; He is also my salvation."

I offer now what I think is our only

CONTINUED ON PAGE 3



*A whittler whose manner
was breezy*



*Would squirm till he felt
tense and queasy.*



Said a stranger in town,



"Arrow shorts put you down



*As a fellow who really
rests easy!"*



No chafing
center seam

Five models: all-elastic waistband . . . elastic waistband with Gripper fasteners . . . elastic or tie sides . . . adjustable back. Sanforized-labeled. Gripper fasteners. By the makers of Arrow Shirts, Ties, Sports Shirts, Handkerchiefs.

ARROW SHORTS

\$1.25 \$1.50 \$1.65 - Arrow Undershirts, 85¢ up



"Come, woman, confess! What magic's in yon Bendix that makes my old clothes new?"

"Tis the wizard known as Wondertub who makes the worst-soiled clothes come clean!"

Knight in shining blue-jeans

Have you heard about the Bendix automatic washer that only costs \$189.95?

Rub your eyes and look again! That's right! Only \$189.95 for a new kind of automatic agitator washer that will thrill the thriftiest, tidiest housewives in America!

Why? What's so different about the new Bendix Economat? How can its price be so much lower than other makes? The answer is the amazing, flexible Wondertub that teams up with the efficient agitator to perform many miracles that not only save you money, but also give you wonderful washing results . . . with no work at all.

Gently, thoroughly, the Economat cleans up

on 8 pounds of clothes at a time, by new "Undertow" washing action. "Floataway" draining prevents the loosened dirt from being redeposited on the clothes. And the final "Squeeze-Drying" leaves clothes untangled and free of deep, hard-to-iron creases.

Best of all, the Wondertub does away with costly, complicated parts and makes possible the first automatic washer every family can afford. And it's accompanied by a written 5 year guarantee.

Ask your dealer for a free demonstration of the Bendix Economat today.

PUT IT ANY PLACE

New, low-priced Bendix needs no bolting down!

Compact, lightweight and free of vibration, the Bendix Economat may be installed in kitchen or bathroom, without being fastened in place.



Tried and true agitator washing made more efficient by the exclusive, flexible Wondertub that actually moves and works with the smooth plastic agitator to banish every speck of dirt. Wondertub guaranteed in writing for 5 years.



Does 8 pounds of wash at a time. Completely automatic, it washes, rinses and damp dries. Features new, exclusive "Undertow" washing action, "Floataway" draining and "Squeeze-Drying". Imagine! All this for only \$189.95!



Now "DYNASURGE" gets clothes super-clean with big savings on soap and water!

The new Bendix "Tumble-Action" washers both feature the super-washing DYNASURGE cylinder and the new "Water Rationer". See the new Bendix Deluxe and the no-bolt-down Bendix Gyromatic which is available with or without the automatic soap injector. New, improved models. New, low prices.

Bendix Home Appliances, Inc.
South Bend 24, Indiana



FOR BEST RESULTS:
shave with **Barbasol**



"OO...OO
OO...OOO
...a Barbasol
face!"



**No brush
No lather
No rub-in**

A girl who just naturally likes nice things, of course likes a Barbasol face! That's because Barbasol's special ingredients wilt the toughest beard fast for close, smooth, comfortable shaves that last all day! Yes sir, Barbasol shaves look good and they feel good; and Barbasol is good for your skin—never dries it out as soapy lathers do. So your face stays soft, smooth—and friendly. Try Barbasol next time you shave!

Use it also for soothing relief of windburn, chapping, chafing and itching.



Avoid Athletic Aroma
use **BARZ**
Lotion Deodorant

**LETTERS TO
THE EDITORS**

CONTINUED

hope: By presidential proclamation have this country called to its knees for a period of mourning for and humble repentance of the dreadful sins committed daily by its people—followed by a mass petition for forgiveness and a promise of willingness to let God lead us as He sees fit through this perilous period of our history.

Mrs. RALPH CRESWELL
Reinbeck, Iowa

Sirs:

So this is the "brave new world" our thinkers thought up! Well...

Let Einstein whisper his tender equations to the first falling H-bomb. Let Mrs. Roosevelt spike her teapots generously. And let our ivy college professors and philosophers glory in their transcendental tish.

But this radio-activated-to-be citizen is going back to his church and do some humble knee work before his God.

Please pass me that lovely medievalism.

JACK McCARTY
New York, N.Y.

BIKINI BOMB

Sirs:

Concerning the picture of the atomic explosion in Bikini lagoon, is that the Japanese battleship *Nagato* on the left? What battleship is that on the right? How many feet of water did these ships sink in, if they did sink?

J. S. MATE
Flint, Mich.



BIKINI BLAST

• The *Nagato* is on the left and the U.S. battleship *Nevada* is on the right. The *Nagato* sank 150 feet onto the bottom of the Bikini lagoon. The *Nevada* was seriously damaged.—ED.

BUDGETS

Sirs:

Twenty-five per cent of 65 billion is 16.25 billion for arms for U.S.S.R. Six per cent of 222 billion is 13.32 billion for arms for U.S.A. How does U.S.S.R. maintain three to four times the military power of the U.S. with that kind of money?

E. H. DAVERMAN
Petoskey, Mich.

• The Russians stretch their defense dollar more than twice as far as Americans can. As a specific example, less than 10%, according to best estimates, of Russia's military budget goes into servicemen's pay. But in the U.S. 33 1/4% of the military budget goes to servicemen's pay.—ED.

"SWEETBRIAR"

Sirs:

You can't imagine how taken aback I was to see the word "Sweetbriar" applied to an "equipment and personnel test in 50-below cold." This term being

He's ahead of
the game...
he's got **P.A.***



P.A.*

means Pipe Appeal
and Prince Albert

• A pipe smoker definitely has an advantage in attracting the ladies. And crimp cut Prince Albert—America's largest-selling smoking tobacco—is way out ahead with pipe smokers who demand a mild, rich-tasting tobacco.

Get P.A.! It's specially treated to insure against tongue bite.

D. J. Reynolds Tob. Co.,
Winston-Salem, N. C.



P.A.'s crimp cut is
great for easy rolling of
mild, tasty cigarettes

The National Joy Smoke

CONTINUED ON PAGE 1

NEW



RUBBER-LOC RUG CUSHION

PAT. APPLIED FOR

with

*Measured Resilience
for Maximum Walking Comfort*



*Allen . . . one of America's largest
manufacturers of automotive insulation
and upholstery material.*



America's First and Only Scientifically Designed Rubberized Waffled Rug Cushion . . .

For the first time, pure rubber and durable fibers, blended into a rug cushion for maximum walking comfort! Allen RUBBER-LOC has every feature you find in other rug cushions—PLUS! . . . Here's measured resilience—No Jar, No Drag, and Non-Skid, too! . . . Easy-to-clean, moth-proof, Allen RUBBER-LOC, with shock-absorber center, deadens sound, insulates against drafts, doubles the life of rugs and carpets. Alpine green, Allen RUBBER-LOC should be under every rug and carpet. Now on sale wherever floor coverings are sold, at a price that provides exceptional value, indeed . . . Allen Industries, Inc., Floor Covering Division, Detroit 7, Michigan.

style up your kitchen with a Telechron ELECTRIC CLOCK

KEEPS TIME TO 1/60TH OF A SECOND

DECORATOR

\$5.95*

Also in blue, yellow, black



ADVISOR

\$5.95*

Also in blue, yellow, black

Smartly designed! Colorful! Made to match your kitchen! And so convenient! Gives quiet, accurate time all the time... so accurate it actually measures a much shorter period of time than you'll ever use or could possibly see—1/60th of a second! And all without winding or regulating—thanks to Telechron's Synchro-Sealed Motor**! Full-year written warranty. Many in service 20 years! 28 other Telechron electric clocks from \$3.98 to \$37. *Plus tax. Prices and specifications subject to change.

TELECHRON electric clocks with Synchro-Sealed Motor keep time to 1/60th of a second, because they are synchronized perfectly with Telechron master clocks in electric power plants. And each motor's reservoir of oil is sealed against dust and dirt!

TELECHRON INC., ASHLAND, MASS. A GENERAL ELECTRIC AFFILIATE.

Telechron®

LETTERS TO THE EDITORS

CONTINUED

the name of my alma mater, I'm curious to know where on earth such a similarity stems from. Being just a freshman here at Sweet Briar College and lacking the old hand's insight into college intricacies, the only relationship I can find is that each day at Sweet Briar seems to be one test after the other.

CAROLINE JOHNSON
Sweet Briar, Va.

● There is never any relationship between a military operation and the code name given to it. If there were, it would endanger the security of the operation by supplying clues as to its nature. "Sweetbriar" was picked at random.—ED.

WEASEL vs. PENGUIN

Sirs:

When describing how the Army was on maneuvers in Alaska you told how the Army Weasels were continually breaking down. I was wondering what the difference was between the Weasels and the Canadian Penguins, which did so much better?

LESLIE LONG
Minneapolis, Minn.

● The American Weasel has only half the power of its Canadian counterpart. Its gears are not heavy enough to stand up under rough handling. Many of its parts, such as the fan belt, are difficult to reach for repair. Furthermore, the special arctic lubricants used seem to have been little better than regular Canadian motor oil.—ED.

CONTINUED ON PAGE 10

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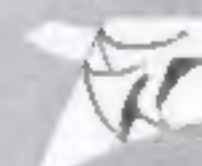
the soft collar on the new

Van Heusen CENTURY Shirt



Two collar models: Regular and wide-spread, French or single cuffs, \$3.95 and \$4.95

won't wrinkle...ever



Ordinary collars made in three pieces



Van Heusen Century woven in one piece

Secret of the Century! Collar is woven in one piece. No sewn or fused layers to wrinkle. Fold line woven in to stay—can't iron wrong.

Van Heusen CENTURY shirts

Phillips-Jones Corp., New York 1, N.Y., Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts



NIGHT AFTER NIGHT OF DEEP, HEALTHFUL SLEEP—SO EASY WITH PLAYTEX SUPERFOAM® PILLOW!

NOW! THE **TWO** SLEEPINGEST PILLOWS IN THE WORLD: PLAYTEX® "EXTRA PLUMP" AND "PLAYTEX REGULAR"!

Like a high pillow? Then "Extra Plump," the newest PLAYTEX Superfoam Pillow was specially created with you in mind! This new "Extra Plump" pillow has all the wonderful sleep-giving advantages that have made PLAYTEX Superfoam Pillows nationally famous! Fits all standard pillowcases.

Like a regular-height pillow? Then it's time you discovered the pillow that people are

praising to the skies! It's the sensational PLAYTEX Superfoam Pillow that's giving the nation a brand new idea in sleeping comfort!

Today—see the pillow that science has perfected for more restful, relaxing sleep. And the very first night you sleep on your PLAYTEX Superfoam Pillow, you'll know why it's the greatest advance in sleeping comfort in more than 1,000 years!

NOW! CHOOSE YOUR FAVORITE PILLOW HEIGHT!

Regular height, white, pink >
or blue extra-fine Sanforized
cotton cover . . . \$5.95

◀ New "Extra Plump," white,
pink or blue extra-fine San-
forized cotton cover . . . \$9.95

Also, luxurious rayon non-
slip satin covers, concealed
zippers, slightly higher.



Now—choose the PLAYTEX Superfoam Pil-
low height you like best! Both heights
offer the same wonderful, relaxing sleep.



Wake up refreshed—for the PLAYTEX
Superfoam Pillow stays smooth and buoy-
ant—never gets saggy, lumpy or bumpy.



Here is the PLAYTEX secret! Patented
"staggered core" construction and mil-
lions of microscopic air cells cradle your
head in the most restful position all night!



Goodbye to feather dust allergies! The
PLAYTEX Superfoam Pillow gives heav-
enly relief—it's 100% allergy-free, dust-
free, mildew-proof!

*For every occasion . . .
no gift compares
with the gift of sleep!*

Beautifully gift-packaged. At de-
partment stores, furniture stores,
and sleep shops everywhere.

INTERNATIONAL LATEX CORPORATION
Playtex Park • 12100 • Dover Delaware

Lovely lady... Lovely hair

She's a "Rayving Beauty" now!

"My first Rayve Home Permanent—and it's wonderful!"

says Elaine Stewart

PROMISING NEW YORK MODEL

"Even the day after my Rayve wave, I faced the camera with perfect confidence. My hair was sparkling and soft, with a really natural-looking wave. And now, months later, it's still lovely. I've never been so happy with a permanent wave before!"

TRY YOUR HAIR MISS STEWART'S WAY! Write Janet Wakefield, Dept. L, Pepsodent, 80 Varick St., New York 13, N. Y. for free, do-it-yourself instructions.



Now much faster... get the Dial-a-Wave makes it so sure!

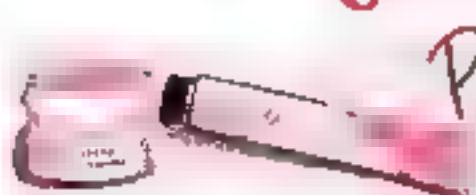
Now wave your hair faster than ever! Yet be sure of success. Rayve's exclusive Dial-a-Wave shows you instantly the fastest waving time for your hair—to get exactly the right amount of curl. There's no guesswork!

Rayve lasts longer... yet looks lovelier from the start! Your Rayve wave will shimmer with highlights, and almost set itself! No frizzy ends ever... for Rayve's improved waving lotion is so much gentler, safer. And because it's timed individually for you, your Rayve wave stays lovely weeks longer!



WHAT ABOUT CURLERS? Use any plastic curlers you have... for Rayve's lovelier results come from the gentler solutions and individual Dial-a-Wave timing.

Rayve Home Permanent
ANOTHER FINE PRODUCT OF LEVER BROTHERS COMPANY



P.S.

KEEP THAT "RAYVING BEAUTY" LOOK BETWEEN WAVES... with Rayve Creme Shampoo. Not a soap... gets hair cleaner!

LETTERS TO THE EDITORS

CONTINUED

BEAUTIFUL COVER

Sirs:

Your atomic explosion cover was the most beautiful and awe-inspiring I have ever seen.

KENNETH M. NIKAIKO

New York, N.Y.

PRESS AGENT'S FAKES

Sirs:

In reference to "Miss Perfect Profile" (Speaking of Pictures, LIFE, Feb. 27), the question has arisen as to the manner in which Miss Cocoa Brown dons her one-piece outfit. The answer



will settle a controversy as to whether the fasteners are located on the back, left side, or shoulders of the suit.

One confused agriculture student wonders what is the name of the crop in the background of the same picture.

39 CONFUSED MEN OF HIGH HOUSE

University of Wisconsin
Madison, Wis.

● Miss Cocoa Brown's outfit has a zipper up the back. The vegetation behind Cocoa is *Phragmites communis* var. *berlandieri*, or American reed.—ED.

Sirs:

There are a great many legitimate "sweethearts" in addition to the phonies you exposed. Here is a picture of the icemen's sweetheart, Miss Helen Hagen—Miss Ice Centennial. Chosen



by the Ice Industries of America, she is helping us celebrate the 100th anniversary of the invention of the first American ice-making machine this year.

FRANCIS X. TIMMONS

Washington, D.C.

LITTLE RED DRESS

Sirs:

If the American woman can be bamboozled into shelling out \$450 for such an uninspired getup as the "little red dress" (LIFE, Feb. 27), it is proof posi-

CONTINUED ON PAGE 11



LUCKY THING

I've got a windproof **REGENS**



Just press to light... release to close

"Slide-out" tank lights pipe, too

- Windproof "weather-guard" design
- Single motion lights and closes
- Easy-filling of removable tank, prevents overflowing of fluid on spark wheel
- Precision made of solid brass
- Guaranteed against mechanical defects



STILL THE BEST LIGHTER BUY!

Be sure you get a Regens. Don't accept a substitute.

In nickel, chrome, enamel, etched or rhodium finish
only \$1.50 to \$5.00

For best results with any lighter, use Regens Yellow Flints, Regens Lighter Fluid



AT BETTER JEWELRY, DRUG, TOBACCO AND DEPARTMENT STORES

Regens Lighter Corporation
2 East 46th Street, New York 17

Proving you never know what to expect at a

Press Conference

JOHN THOMPSON had always been secretly proud of his friendship with Bill Turner. Dr. Turner. Judge Turner. Professor Turner. Wherever international law was mentioned, there Bill Turner's name was mentioned, too. And now Bill was coming home from Europe after making a special survey for the government.

John had received a note from Bill, mailed

from London, suggesting that he meet the ship in New York. So here John was, boarding the ship to meet Bill Turner.

After a long-lost-brother greeting, Bill said, "We'll have to wait a few minutes, John. The press wants to ask a few questions. Then we'll head for the country for the weekend. I have to go to Washington Monday . . ." John noticed that the old professorial pace had been stepped up to a man-of-affairs rapidity, but otherwise Bill possessed the same old shaggy friendliness.

At the press conference John stood beside Bill,

who parried some questions skilfully and answered others with a crisp directness.

In elaborating on the answer to one question Bill said, "I hadn't thought of this in quite these terms before, but now that I look at John Thompson here beside me and remember his good work, I think I can very easily point out a most important difference between Americans and people in some other parts of the world."

John could feel a redness creeping up his neck as all the reporters looked his way.

"John Thompson," Bill said, "has been working up our way for twenty-five years. He represents an American idea or tradition that's based on two things—freedom and enterprise. John is a New York Life agent. Through the life insurance he sells, men attain security for their families, not by compulsion of the state, but as a matter of choice. They get security without losing their freedom. And that's a mighty important difference."

A couple of bulbs flashed and John blinked.

"Now, if it's all right with you," Bill said to the reporters, "John and I are going off on a little fishing trip—another good American custom."

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 16, N. Y.



Naturally, names used in this story are fictitious.

"For better wear I buy **two** pair!"



The RAND Shoe No. 23053

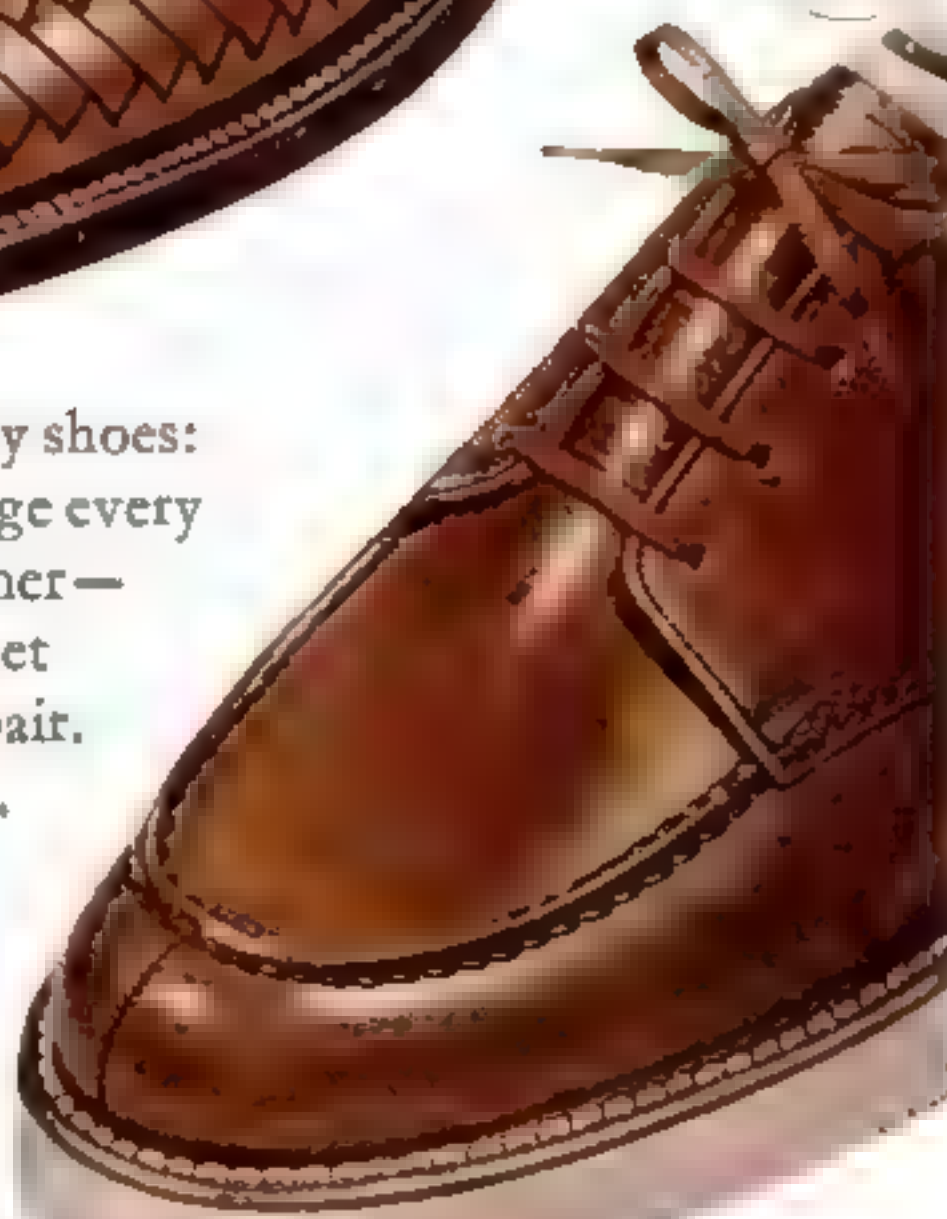
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LETTERS TO THE EDITORS

CONTINUED

tive to me that any talk of further extending her rights is downright sabotage.

FRANK A. BEARD

Lakeville, Conn.

● The red dress shown in LIFE was a handmade original and therefore expensive. Adaptations sell for as little as \$35.—ED.

Sirs:

Do some people actually spend \$450 for a dress, red or otherwise? Here's what I'd do with \$450:

ONE ELECTRIC PUMP	\$80.00
A used one, and I'd quit pumping and carrying my own water.	
WASHING MACHINE	100.00
Then I'd quit washing and wringing clothes by hand.	
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Then baby's bottles wouldn't freeze in the great outdoors.	
ELECTRIC SEWING MACHINE	40.00
And I'd throw out my 1897 Wheeler Wilson.	
FIVE PAIRS OF NEW SHOES	25.00
Then everyone of us would have new shoes at the same time.	
THREE RED FEED SACKS	.90
I'd make me a red dress.	
	<u>\$145.90</u>

And if taxes didn't take my narrow margin, I'd get some marshmallows and wienies, and we'd celebrate.

Mrs. J. RAMBO

Kaiser, Mo.

SKI BUMS

Sirs:

You show Obie Rod "whispering in Marty Gregg's ear" ("Ski Bums," LIFE, Feb. 27).

Perhaps the sun, snow and horse meat have caused Ski Bum Rod to become myopic. As I see it through my bifocals, he has missed his target by a good inch. On the other hand, maybe LIFE is just being discreet.

PHILIP ISRAEL

Cleveland, Ohio



MISSSED TARGET

Sirs:

Please give us the exact recipe for "batch," the drink that the ski bums brewed for their party.

GLENN FRANCISCO

Bluefield, W.Va.

● Batch is composed of equal parts of grape juice, grapefruit juice, beer, Seven-Up, gin and rum, with a touch of lemon and a dash of sugar. Since ice would weaken the concoction, ingredients of batch are placed for half an hour outside in the snow to cool off before mixing.—ED.

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CAN TAKE IT WITH US
WHEN WE MOVE!*

*DISHES SO BEAUTIFULLY
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ACTUALLY DRY IN
THEIR OWN HEAT!*

*GEE, SO SIMPLE
THEY EVEN LET
ME DO IT!*



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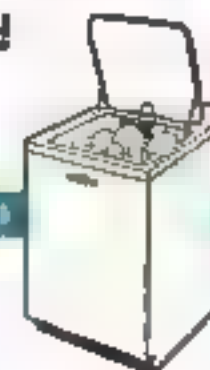
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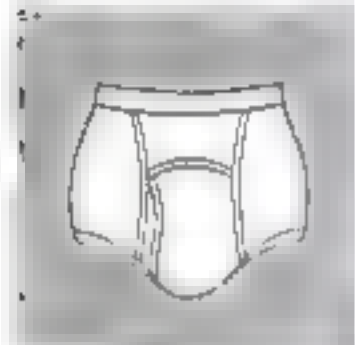
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a professional application of "Live-Action" Vitalis.



October 11/1910
On the "Mühlenberg" a grave discussion!
Carnegie look out!

Wilhelm
KA.

"CARNEGIE LOOK OUT!" was a scornfully joking reference to Andrew Carnegie, the American steelmaker who was then spending millions on his various projects for world peace. The kaiser mockingly supposed Carnegie would be upset at the idea of a conference between the two strong-minded advocates of the Big Stick. "Mühlenberg," meaning "mill hill," probably referred to the gentle slope on which they stood.

SPEAKING OF PICTURES

... Kaiser wrote captions for hitherto unpublished shots of himself and T.R.



October 11/1910
The Agreement driven home!
The Germanic & Anglo Saxon Races combined will
Keep the world wide.

Wilhelm
KA.

THE SUPERIOR RACE THEORY was well thought of by Germans many years before Hitler. Roosevelt of course made no "agreement," as the joking caption implies. He once said, "The only man I understand and who understands me is the kaiser," later added, "I do admire him, very much as I would a grizzly bear." The small "I.R." in the flourish of Kaiser Wilhelm's signature stands for *Imperator Rex* (Emperor King).

Döberitz 11/5 1910
A piece of good advice: "Carnegie is an old peace bore"
"and him to a 'strawman'!"

Wilhelm
W.H.

"AN OLD PEACE BORE" was kaiser's idea of the opposite of a vigorous warmonger; D'Estournelles was a French baron who had ideas like Carnegie's. T.R., who got the Nobel peace prize in 1906 for settling the Russo-Japanese War, had no sympathy for Germany in World War I but thought Carnegie's efforts "washy." Here Wilhelm, who signed his name with the German "h," wears a mourning band for Edward VII.

On the 11th of May, 1910 two men who outwardly seemed to have much in common—an impatience of weakness, a fondness for military pomp—reviewed German troops at Döberitz, near Berlin. Ex-President Theodore Roosevelt and Kaiser Wilhelm II had met the day before, and the kaiser had invited T.R. to attend the review because he mistakenly thought T.R. was a man of his own mind and also because he wanted to enlist American sympathy. T.R., for his part, had been asked by Philanthropist Andrew Carnegie to sound Wilhelm out on matters of war and peace.

The review lasted five hours and the two men talked steadily. ("Steadily" was T.R.'s word; it amused friends who knew the hopelessness of trying to get a word in edgewise with him.) They spoke intimately and perhaps as indiscreetly as old friends. Meanwhile a German photographer took these pictures, and next day Wilhelm wrote some half-serious, half-joking captions and sent them to T.R. He soon regretted what he had written and tried to get them back, but Roosevelt, who thought the captions "really amusing," kept them. They remained locked up in his trophy room at Sagamore Hill, not only until his death in 1919 but until 1947. In that year Stefan Lorant, working on *The Life and Times of Theodore Roosevelt*, which is scheduled for future publication by Simon & Schuster, obtained permission from T.R.'s widow to publish them. They are here reproduced for the first time.

Döberitz 11/5 1910
Total agreement about the general
maxims of life & policy between America
& Germany

Wilhelm
W.H.

"TOTAL AGREEMENT" between Amerika (the German spelling) and Germany meant one thing to Wilhelm, another to T.R. Roosevelt later said, "In . . . domestic morality . . . we agreed heartily . . . but there were many points in international morality where we were completely asunder." For the rest of his life T. R. found it hard to reconcile his liking for the German character and his outrage at German actions.



A Historic Exclusive

IN NEXT WEEK'S ISSUE

ACCORDING to traditions as old as Christendom, the man Simon, called Peter, who had walked with Christ in the Garden of Gethsemane, was slain in Rome in the Circus of Nero and his remains interred in an adjoining burial ground. Tradition further tells that over this spot the Emperor Constantine, some 300 years later, erected the church which is the foundation for the present St. Peter's. Next week, in exclusive photographs (17 pages, 12 of them in color), LIFE will show the results of 10 years of carefully guarded excavations underneath St. Peter's and give its readers the first definite archaeological proof of part of the traditions of Peter's burial. And for the first time the world will see a wealth of ancient beauty discovered in the place which will become one of Christianity's greatest shrines.

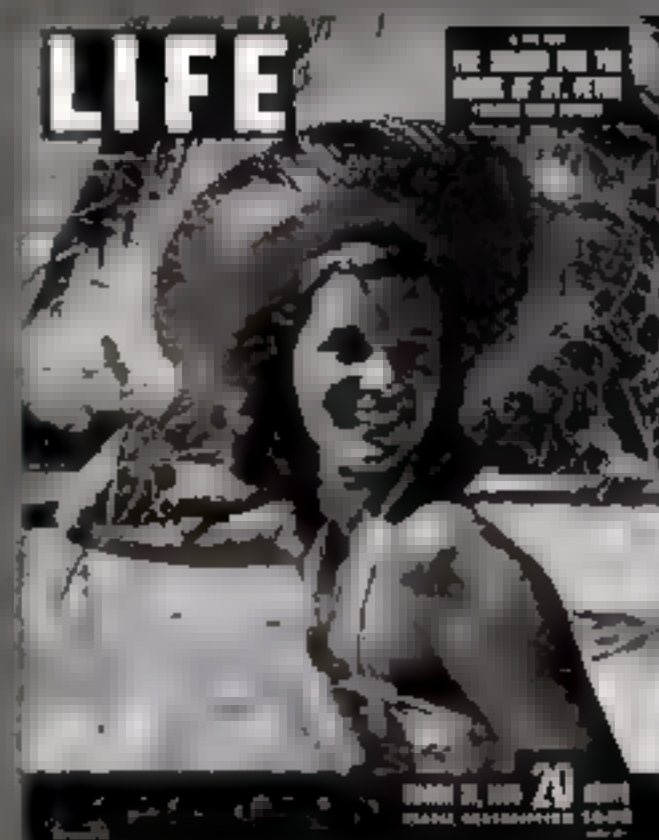
The discoveries which it is LIFE's privilege to show to its readers were made almost by accident. In 1939 when the Sampietrini, the hereditary workmen of St. Peter's, were clearing space under the basilica for a tomb for the late Pope Pius XI, they broke through into a vaulted chamber which was not even indicated on foundation plans left by the Renaissance builders of the present church. This led to a Vatican order that the digging be continued and the area under the basilica be deeply and thoroughly explored.

At first the work proceeded in upper grottoes, just below the present basilica, on the level which holds the tombs of many pontiffs of the past. In breaking through and beyond this floor, the Sampietrini descended into grottoes on the lower level. These lower grottoes, carefully emptied of the earth with which Constantine's builders had filled them, hold the treasures of antiquity which LIFE will show.

LIFE's Reporter Barbara O'Connor was the first journalist to be allowed inside the newly discovered grottoes. She and LIFE Photographer Nat Farbman are responsible for the exclusive word and picture description which LIFE will give its readers next week, along with a report by Monsignor Ludwig Kaas, the administrator of St. Peter's. The pictures themselves are rich with the art that flourished during the three centuries when Christianity and paganism met and mingled. Here are beautifully carved alabaster urns and marble sarcophagi, frescoes and decorative stucco work depicting Roman rites and symbols, many-colored mosaics on pagan and Christian themes. Most important of all, they show the first proof that there was once a pagan burial ground in Rome next to the Circus, that it was used by the Christians, and then filled in at enormous trouble and expense so that the present St. Peter's could be built above it. One of LIFE's pictures shows the area near the excavations which have penetrated to what may prove to be St. Peter's tomb.

The enlarged and renovated upper grottoes will be opened for the inspection of Holy Year visitors to Rome. The lower grottoes, however, will probably remain sealed while the work there continues, handicapped by underground waters and retarded by the need for constant reinforcement of the basilica above. Next week LIFE's readers can see the relics these grottoes hold and marvel at the color and beauty that has been buried for 2,000 years.

ANDREW HEISKELL, *Publisher*



"I just saw the new



DE SOTO

"Baby, I just *drove* it!"

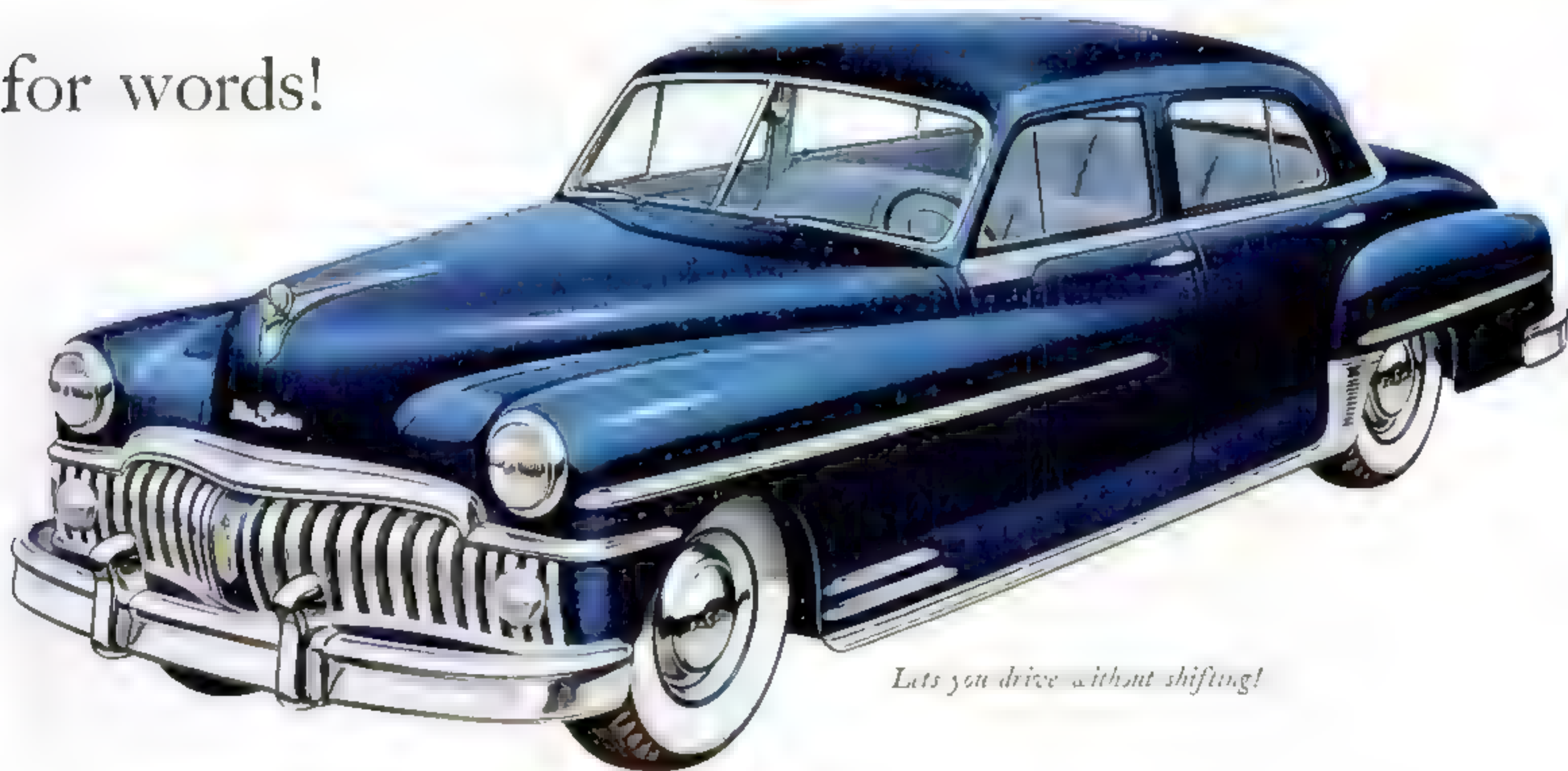


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for words!



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LIFE'S COVER

Edward Stevens Jr., 27, of Jersey City, N.J., is one of the 19 artists whose work appears on pages 82 to 93 and whom LIFE has selected as being representative of the country's best young painters. Son of a master plumber, Stevens always showed a consuming interest in drawing, even neglecting the electric trains his father used to buy him. Considering his youth, he has had a phenomenal artistic success. Since 1944 he has held seven one-man exhibitions in New York, all sellouts. On his sales alone, Stevens earns \$4,500 a year. As the holder of two college degrees in fine arts, he teaches part time in Newark, N.J. and makes another \$1,800.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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natural oils your hair
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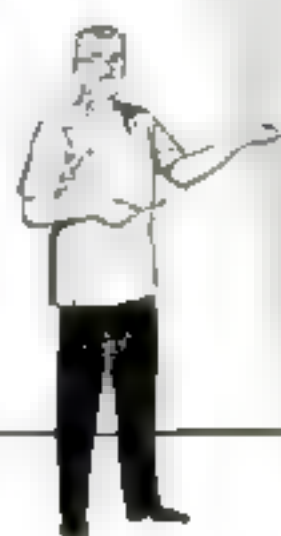


PEPSODENT TOOTH PASTE

Helps Stop Decay Before It Starts!

*How the Pepsodent film-removing formula helps
stop formation of tooth-destroying acid!*

Tooth decay is caused by acid. This acid is glued to the teeth by film. It is formed by the action of mouth bacteria on many foods you eat. Faithful brushing with Pepsodent Tooth Paste right after eating *reduces* acid formation—helps stop decay before it starts.



The film that makes
your teeth look dull
is Acid film that
speeds decay!
Pepsodent removes it!



Film never lets up!

Film forms night and day on everyone's teeth—on your teeth, too!

You can save yourself needless cavities, pain and expense by brushing right after eating with Pepsodent Tooth Paste. And by using film-removing Pepsodent you not only help stop formation of enamel-eating acid—but also remove the dull, dingy stains that collect in film: . . . and germs that cause bad breath.

There is no safer, more effective film-removing dentifrice than Pepsodent. No other tooth paste can duplicate Pepsodent's film-removing formula. No other tooth paste contains Irium*, or Pepsodent's exclusive, gentle polishing agent.

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cleaner breath when you*

Fight tooth decay

with film-removing Pepsodent!

Send for Scientific Proof— Controlling Acid Helps Control Decay

Dental science has proved conclusively that tooth decay can be reduced by controlling acid formation in the mouth. The proved results obtained by brushing after eating—and other findings at leading universities—have been summed up in a report by a noted dental scientist.

Send for your free copy of this authoritative report. Read the simple precautions that you and your family can take to protect yourselves against tooth decay. Write to Pepsodent Division, Lever Brothers Company, Department J, 80 Varick St., New York 13, New York.

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*Irium is Pepsodent's registered trade-mark for purified alkyl sulfate.

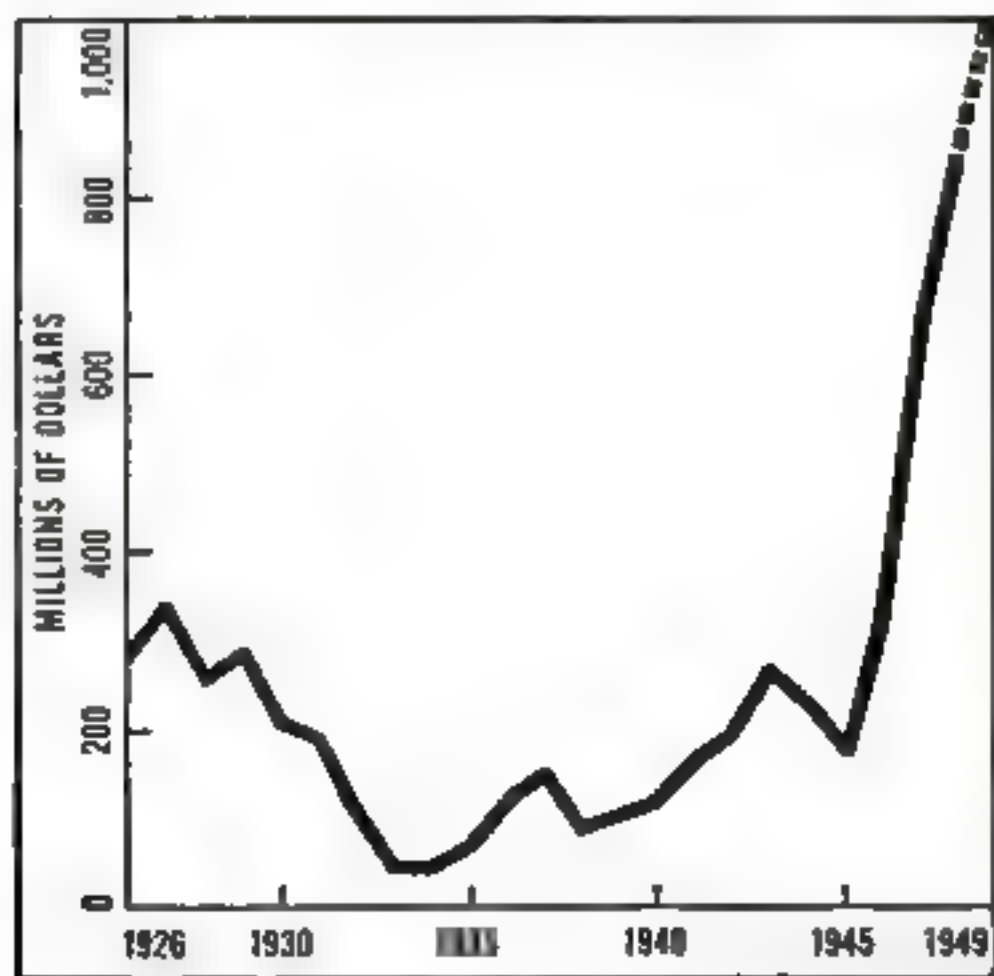
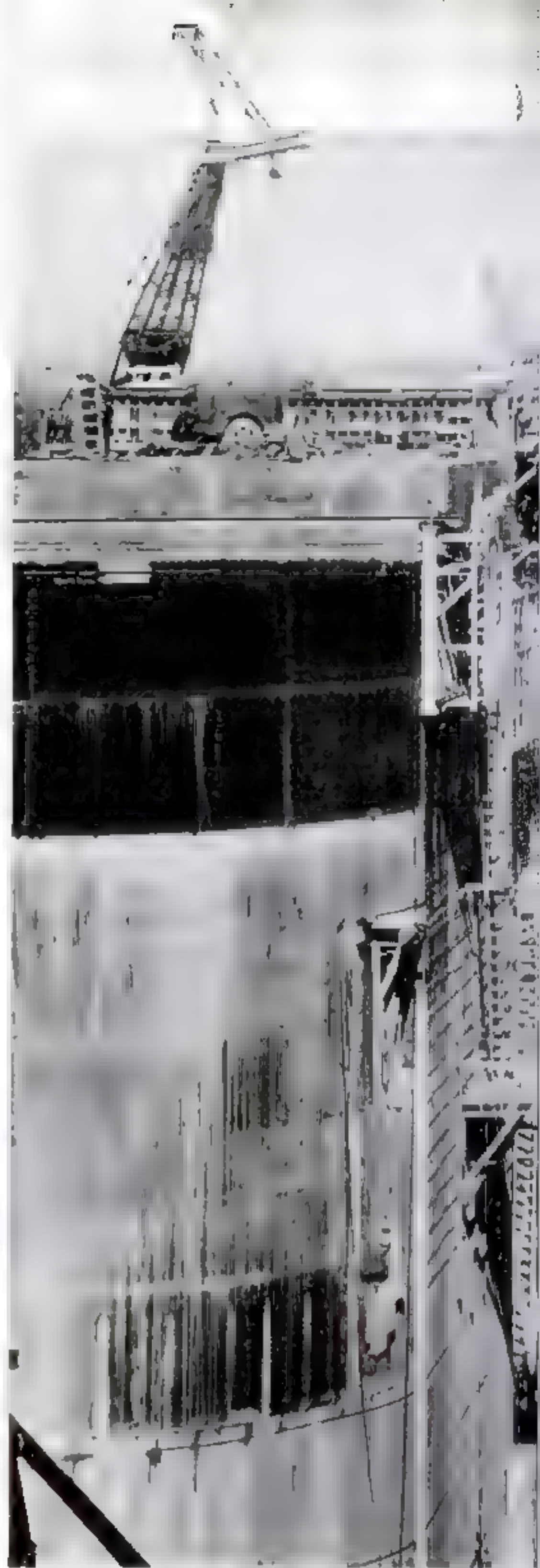
U.S. BUILDING BOOM HITS NEW PEAK

The latticework of steel strung across this page supports a 600-foot stretch of sky above New Orleans' riverfront. There, last week, painters and roofers were clothing a framework for the city's \$1.4 million new Esplanade Avenue wharf. Part of a \$9 million port-building program, the dock will help the levee-lined port of New Orleans handle its heavy volume of foreign

tonnage. Along with new bridges, pipelines, houses and skyscrapers going up all over the country, the wharf is part of a tremendous surge of postwar building that already has lasted longer than anyone expected five years ago. Last year a staggering \$19.3 billion worth of new construction was put in place around the U.S., an all-time record for dollar volume. This year private

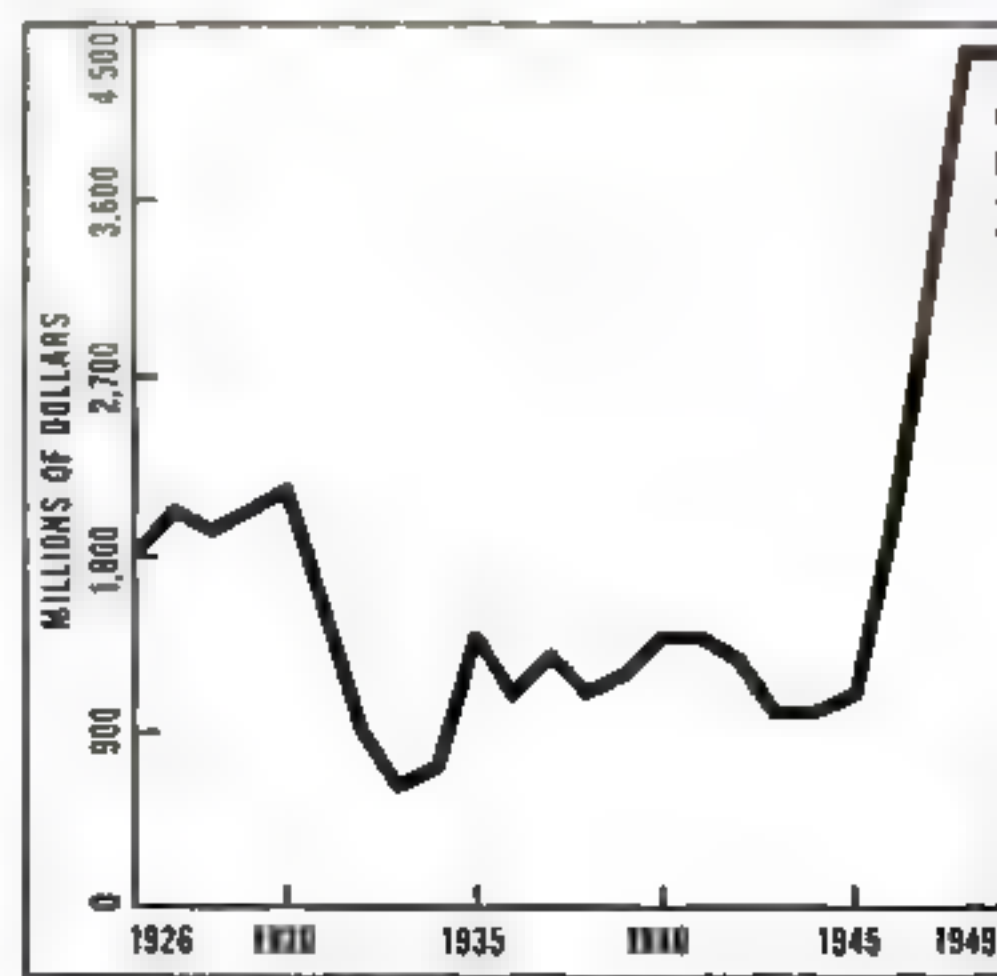
building may level off, but long-postponed public projects like the Esplanade wharf should more than make up for it. If the surge keeps up at its present rate it will soon dwarf the building spree of the roaring '20s, when the U.S. wrought more changes on its landscape than any people had ever done in similar time. On the next six pages LIFE charts the progress of the new boom.





PIPELINES ARE BIGGEST "PLUMBING JOBS" EVER

On the Georgia hillside above a crew is pouring hot enamel on a length of 30-inch pipe, while several "boom cats" stand by to lower it into a trench. Part of Transcontinental Gas Pipe Line Corporation's 1,800-mile line from Texas to New York, this pipe can carry a daily 340 million cubic feet of natural gas when completed next winter. Its cost: \$190 million. Relatively new as a major field of construction, petroleum and gas pipelines became a big business last year when 7,000 miles of gas pipe were laid, up 30% from 1948. Giants in the field are Transcontinental and the Texas Eastern Transmission Corp., which bought the government's war-built Big Inch and Little Inch lines two years ago for \$143 million.



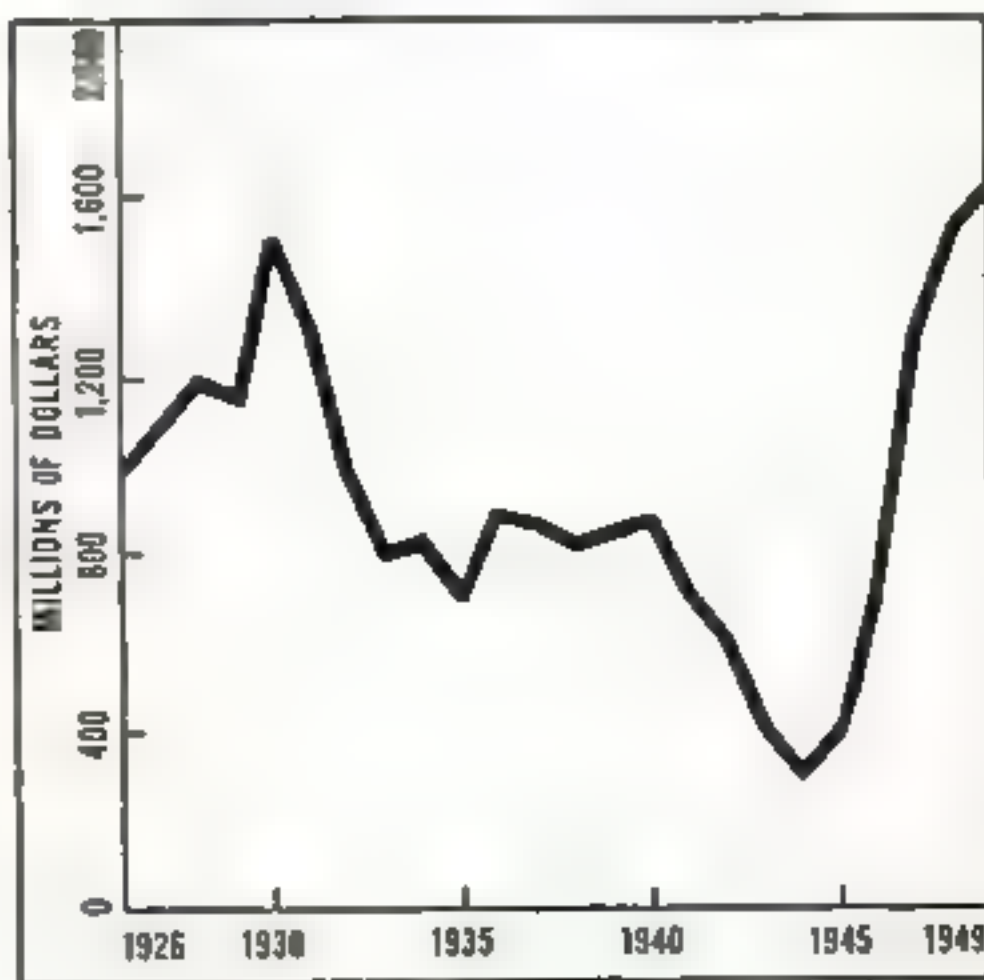


UTILITIES, PUBLIC WORKS ARE NEAR ALL-TIME HIGH

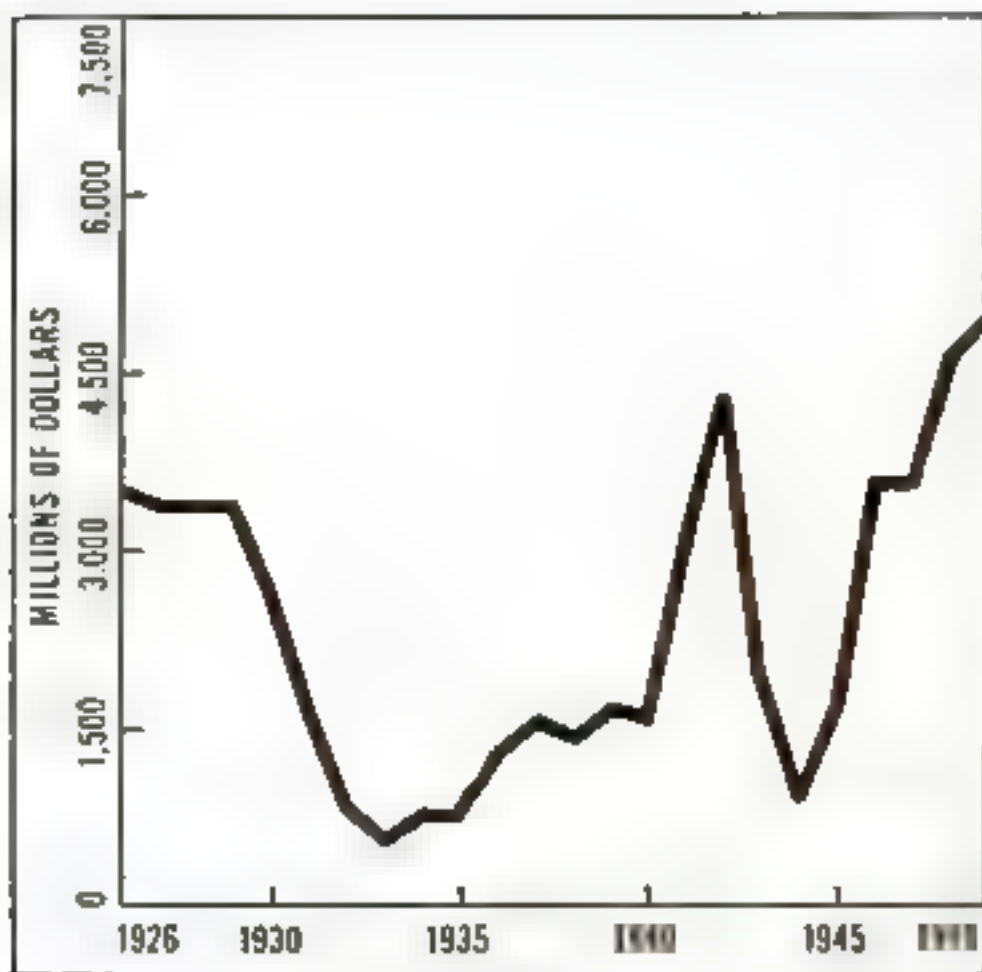
The massive concrete retaining wall above forms part of a canal lock at Chain of Rocks, north of St. Louis on the Mississippi. At a cost of \$30 million the Army's Corps of Engineers is making a treacherous seven-mile stretch of the river safer for navigation. The Engineers are building a dam, a lateral canal and two locks for towboats and their barges. The Chain of Rocks program is one of a myriad of public and private projects that were held up during the war years and released in a flood at the war's end. As the private utilities near the end (1951) of a six-year, \$9 billion construction program, government spending is stepping up. The government total may reach \$6.1 billion this year, up 18% from 1949.



HIGHWAYS AND BRIDGES: MORE BILLIONS NEEDED

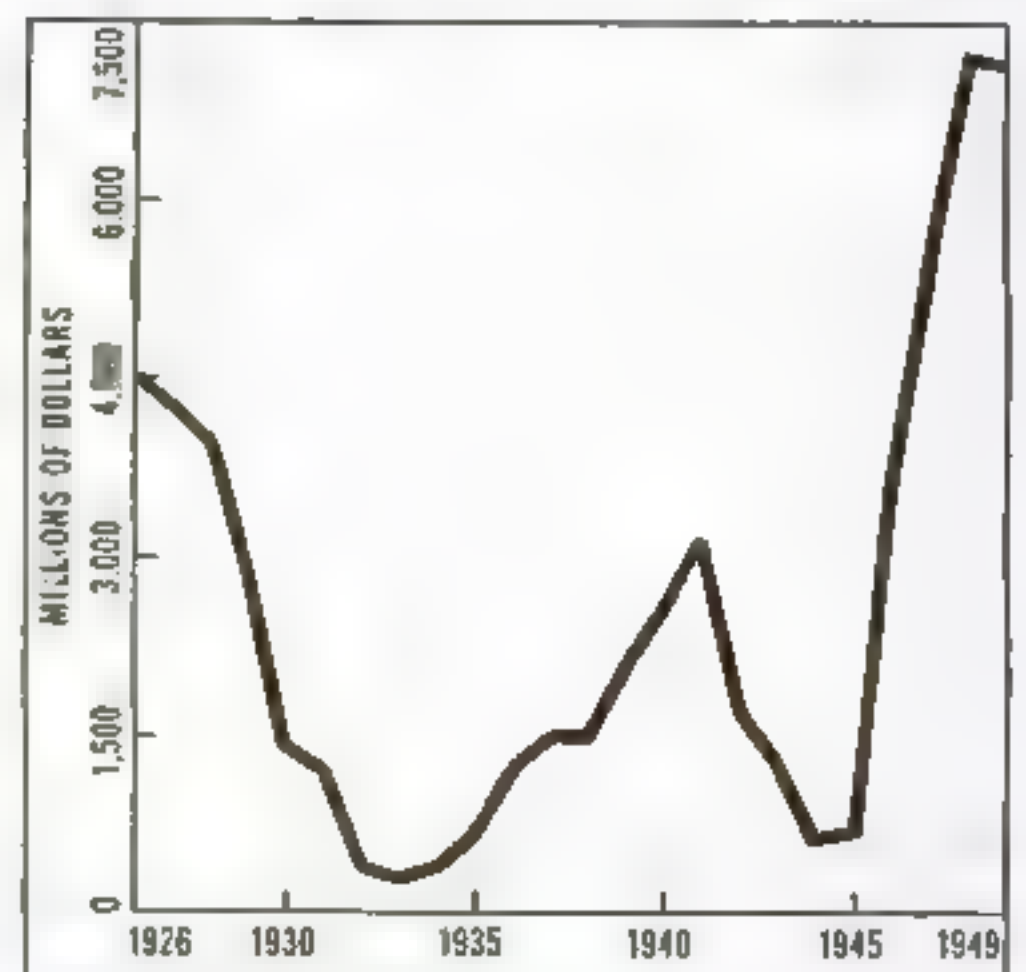


Across the Narrows at Tacoma, Wash. a suspension bridge nicknamed "Galloping Gertie" swayed in a tricky wind nine years ago, then collapsed like an exhausted shimmy dancer. Last week the cables were in place (above) on Gertie's \$14 million successor, a wider and presumably sturdier span. Apart from collapses, a large part of the nation's 3,300,000 miles of highways and bridges needs replacement and extension. The record \$1.7 billion spent in this field of building last year was only the beginning. The need, says Congress' Joint Committee on the Economic Report, is \$23 billion to bring state roads up to date, another \$10.4 billion for county and rural roads and \$7.7 billion for city and village streets.



INDUSTRY AND COMMERCE STILL HUNGER FOR SPACE

At Fifth and Boston in downtown Tulsa, the First National Bank & Trust Co. is putting up a \$6 million building (*above*) that will be as modern as anybody's. The graceful strips of windows, for example, will be kept permanently locked; the air conditioning system will even adjust itself to sunshine. Like most post-war office buildings, the bank's 22-story home will not really scrape the sky; the trend is now to stunted skyscrapers. "Nonresidential" construction hit an all time high of \$4.9 billion last year, and while the demand for factory space is slackening off the pent-up demand for commercial space is far from sated. Estimated for 1950: around \$4.6 billion for stores, office buildings, warehouses, schools and churches.





WHILE MORE HOMES GO UP, COSTS AT LAST STAY PUT

For 2,980 Los Angeles families it will be a miracle indeed to find a place to live just off Wilshire Boulevard's "Miracle Mile." But they will have to wait some months more for the miracle to come to pass. The Metropolitan Life Insurance Co.'s \$40 million nest of 13-story apartment houses, rising in the shadow of the Hollywood hills above, will not be ready for occupancy until sometime next fall or winter. It is still one of several encouraging signs of the times, which are no longer so tough all over. Other signs: a surprising total of 1,023,300 new homes started last year, breaking the 1929 record of 937,000; a 20% rise in apartment house building; the appearance on both coasts of a decent-looking \$5,000 house

Liberalized mortgage requirements, plus an easing off of material shortages and consequently of costs, have given the residential building industry its shot in the arm. As in every field of construction, the builder is getting perhaps half as much for his dollar as he got a decade ago, but there are many more dollars around now than then.

The prospect is for another 830,000 new homes to be started this year, and about 70,000 units of public housing. The National Association of Home Builders says that 1950 looks like another all-time high. But it warns that if the government goes ahead with its "socialized home construction" the resulting competition for labor and materials will send

prices shooting up again. The builders' association looks with suspicion on the Administration's recently proposed \$2.2 billion cooperative housing program for middle-income families, despite the government's assurance that it is essentially a private enterprise project.

The housing problem, although not as desperate as before, still wants a lot of solving. Obsolete building codes, an obsolete rate of labor productivity and the tendency of some builders to tack on obsolete profit margins are holding back a huge amount of badly needed building. But a huge amount is getting built; in this mild winter, home building has picked up as much as 37% a month over a year ago.

BUILDERS ARE CATCHING UP WITH DEMAND, BUT WE ARE NOT YET OVERBUILT

On this page are portraits of a dozen heads of American construction firms, men who rank with the master builders of all time. Alongside their vast and intricate works, from Coulee-scale dams to atomic energy plants, the Egyptians' pyramids are but molehills. In the midst of the boom these men, like thousands of other contractors and millions of building trades workmen, sometimes wonder whether they are building themselves right out of their jobs—which is one way of asking whether the boom will be followed by a bust. Certainly supply is catching up with the demand for many kinds of building space. Industrial plant expansion, which dropped from \$1.4 billion in 1948 to \$1 billion last year, may taper off to \$750 million this year. For the first time since the prewar years, new dwellings have lately outnumbered new families. But at the same time obsolescence is going on everywhere, and we are still a long

way from having all our industries, let alone all our families, adequately housed.

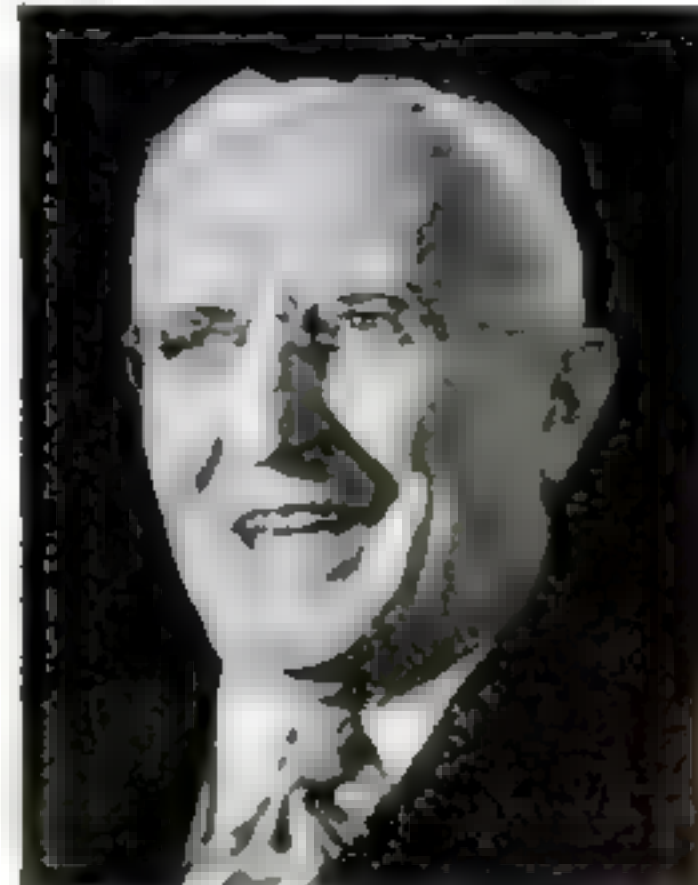
Because any kind of building, even a back porch, depends on a certain amount of faith in the future, the construction industry is one of the most sensitive in our economy. Right now the industry's pulse, respiration and faith all seem satisfactory, thanks partly to the healthy trend toward stabilized costs, prices and profits that set in last year. Nobody thinks that every kind of building will go onward and upward forever; some moderate downtrends are to be expected and even encouraged as the catching-up process continues. But taking a long view and with one eye on our growing population, the Associated General Contractors of America have come up with a pretty rosy estimate of the situation. For the next few years, says the association, we should spend \$20 billion a year on new construction, plus \$9 billion on repair of what we have already built.



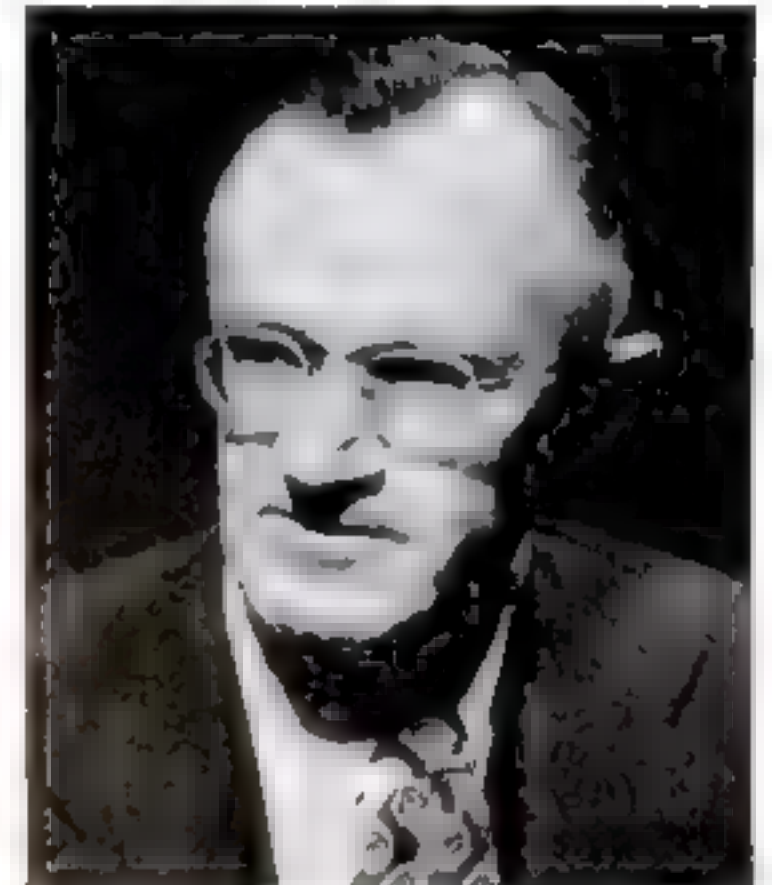
CLIFFORD S. STRIKE, F. H. McGraw & Co., is president of Overseas Consultants, Inc., running \$650 million Iran works plan



GEO. H. ATKINSON, president of Guy F. Atkinson Co., is busy on dams and other projects from Los Angeles to Okinawa.



OTTO F. SIEDER manages H. K. Ferguson Co., has built Latin American skyscrapers, is now busy on U.S. factory jobs.



EDWIN L. JONES heads family business at Charlotte, N.C. that does \$100 million a year worth of public and private building.



W. A. DURKIN, president of Walsh Construction Co., has an atomic power lab for General Electric among current projects.



C. H. COTTER, retired rear admiral, is president of Merritt-Chapman & Scott, builders who double in marine salvage.



H. W. MORRISON, the head of Boise's Morrison-Knudsen Co., is a global railroad, dam, highway and airport builder.



LOU R. CRANDALL runs the George A. Fuller Co. and heads joint company building U.N. headquarters on opposite page.



JOHN MCSHAIN, who has built many Washington public buildings, was principal contractor on the \$79 million Pentagon.



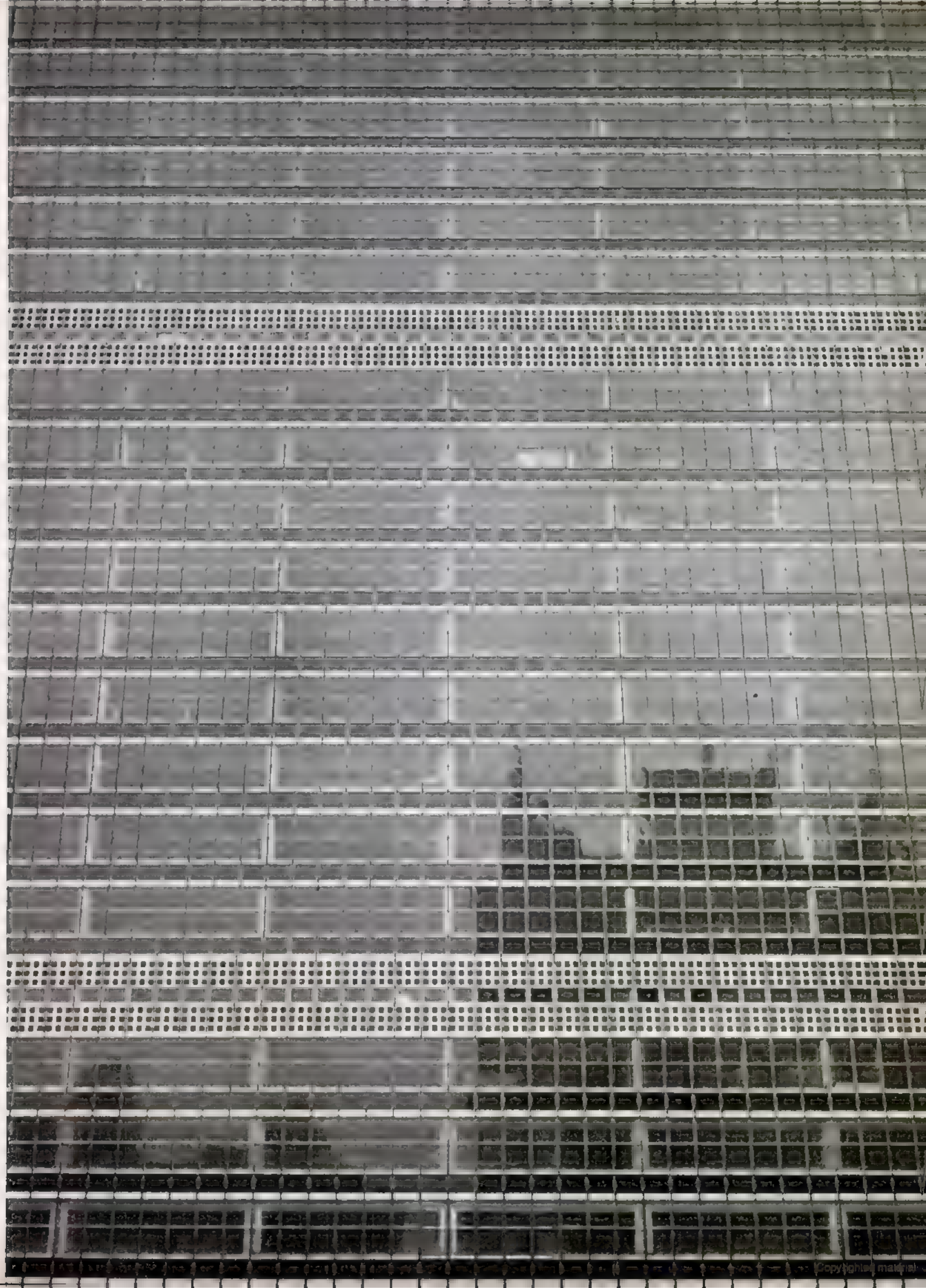
LESTER ROGERS is the president of Bates & Rogers, which got \$76 million in tunnel, rail, bridge, power jobs in 1949.



HENRY C. TURNER JR. heads own firm, completed \$50 million in 1949 contracts, is now working on U.N. buildings.



WM. V. MCMENIMEN heads the Raymond Concrete Pile Co., built \$45 million in dams, docks, roads and refineries last year.





THE GUARDS ARRIVE to put down first riot in France's National Assembly on night of March 3. The fighting began in the afternoon when burly Communist deputies seized the Speaker's tribune. It was renewed in the evening after the Assembly voted to expel Communist Deputy Gérard Duprat for 30 days as disciplinary measure. The Guards finally dragged 70 Communists from the chamber.



ARTIST WOOP ALSO CAN SING IN SIX LANGUAGES

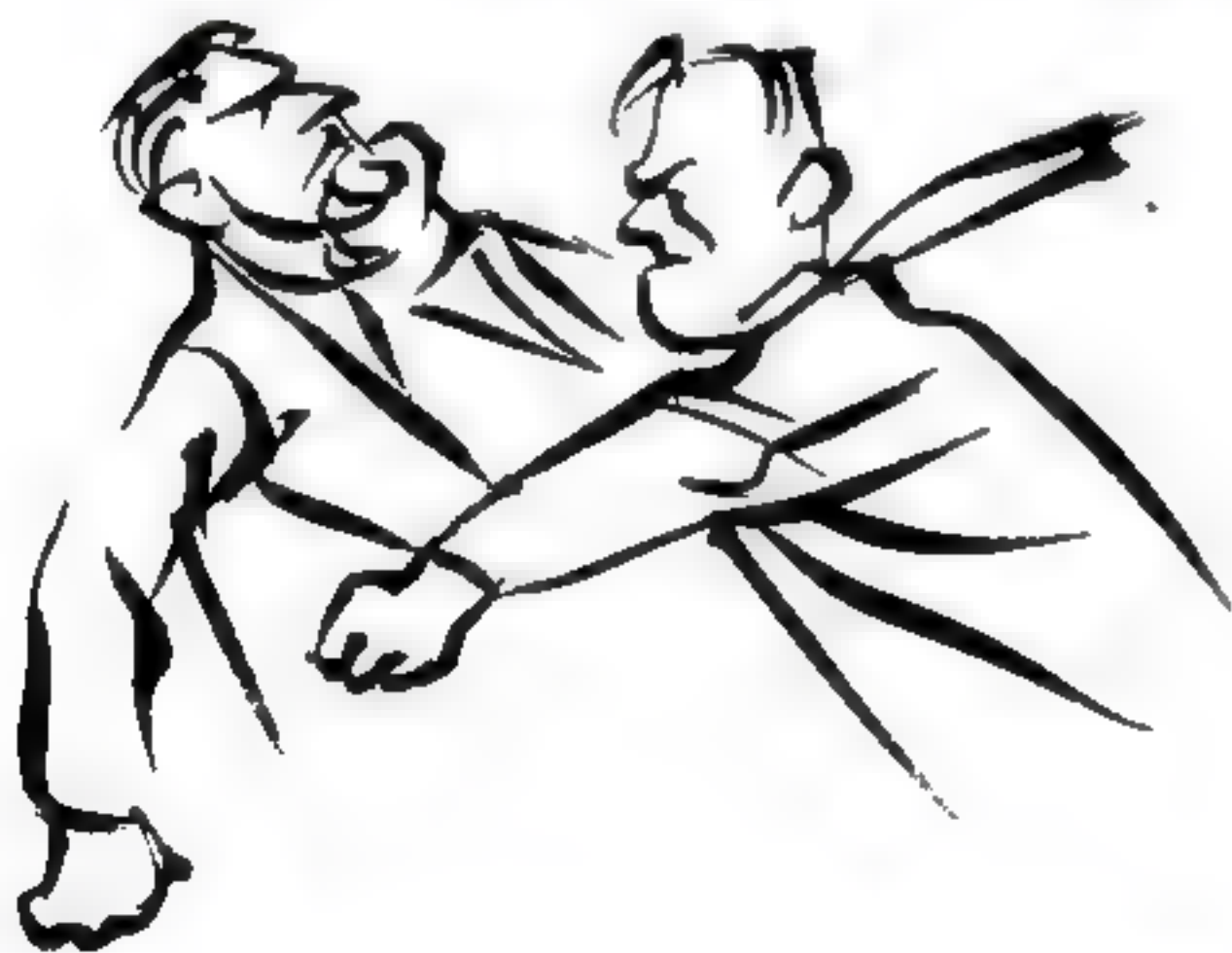
A BRAWL FOR ALL IS SCOOP FOR WOOP

Cartoonist lampoons the French Assembly

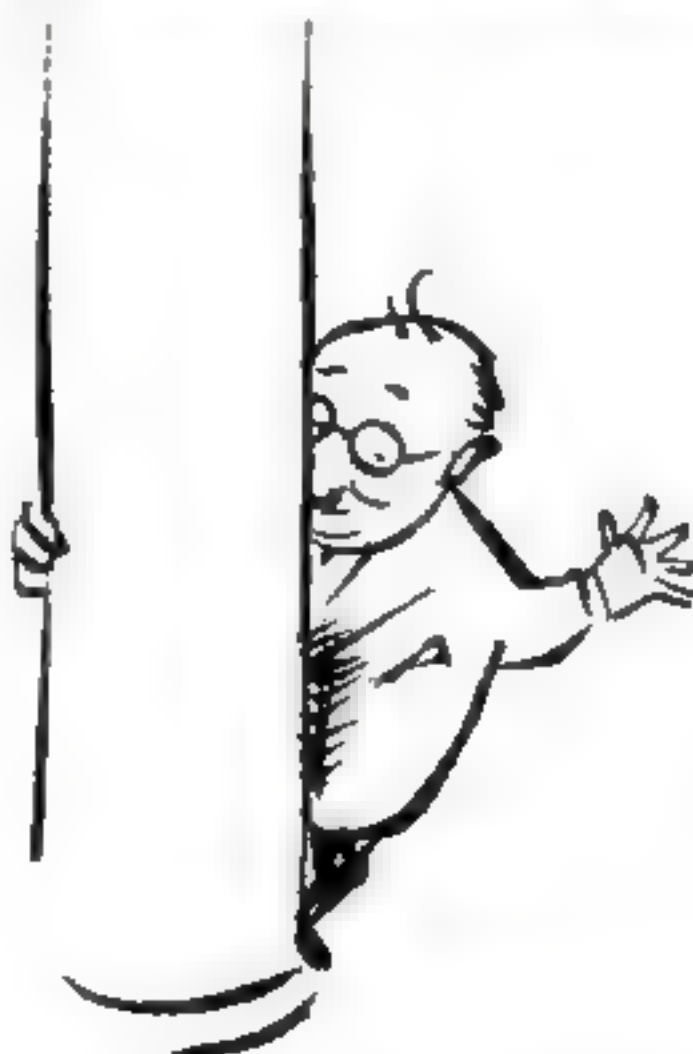
The dour accordionist above is the Paris cartoonist "Woop," formally, William Wooping. A Czech who lost an eye in Nazi internment, he still boasts "where there's trouble, there's Woop"; naturally he was on hand when Communist trouble befell the French National Assembly on March 3 and again March 7 and 8. Since photographers were barred, Woop scooped everybody by drawing, exclusively for LIFE, the spirited sketches shown here.

The brawls broke out when a bill was introduced to curb saboteurs of the first U.S. arms shipments under the military aid program. Hurried into action by the Cominform, party labor chiefs ordered nation-wide strikes, while in the Assembly Communist deputies tried to filibuster the bill to death. When that failed they resorted to fistcuffs and insolence and were finally ejected from the chamber after an uproarious battle (right). Four days later the deputies were at it again (below). Eventually, having precipitated the worst parliamentary brawls in the memory of living Frenchmen, the Communists lost their fight, 393 to 186.

PLAY BY PLAY SKETCHES SHOW EARLY MORNING BATTLE OF MARCH 8



5:10 A.M.: DEPUTY GUY PETIT (PEASANT UNION PARTY) TAKES RIGHT JAB FROM RED AS FIGHT HALTS AN ALL-NIGHT SESSION



5:12 A.M.: TOP COMMUNIST DUCLOS DIRECTS HIS PARTY'S STRATEGY



5:15 A.M.: INDEPENDENT ANDRE-FRANCOIS MUTTER LAUNCHES A COUNTERATTACK



BATTLE ROYAL of March 3 is shown in Woody's over-all view of front of Chamber of Deputies. It crowds together events of several hours. The main figures are numbered, starting at left: 1) Anti-Communist Deputy François de Menthon falls backward as a Communist kicks him in chest, cracking his sternum; 2) Rightist Deputy Guy Petit

looks pained as a Communist chokes him; 3) and 4) Communist Deputies Gérard Duprat and Arthur Musmeaux triumphantly seize the Speaker's tribune, while 5) anguished Assembly President Edouard Herriot calls for order; 6) Communist Maria Rabaté tackles usher trying to guard tribune; 7) Communist Denise Ginollin looks for new opponent.



5:10 A.M.: COMMUNISTS PIERRE VILLON AND DENISE GINOLLIN CHOOSE A LADY SOCIALIST



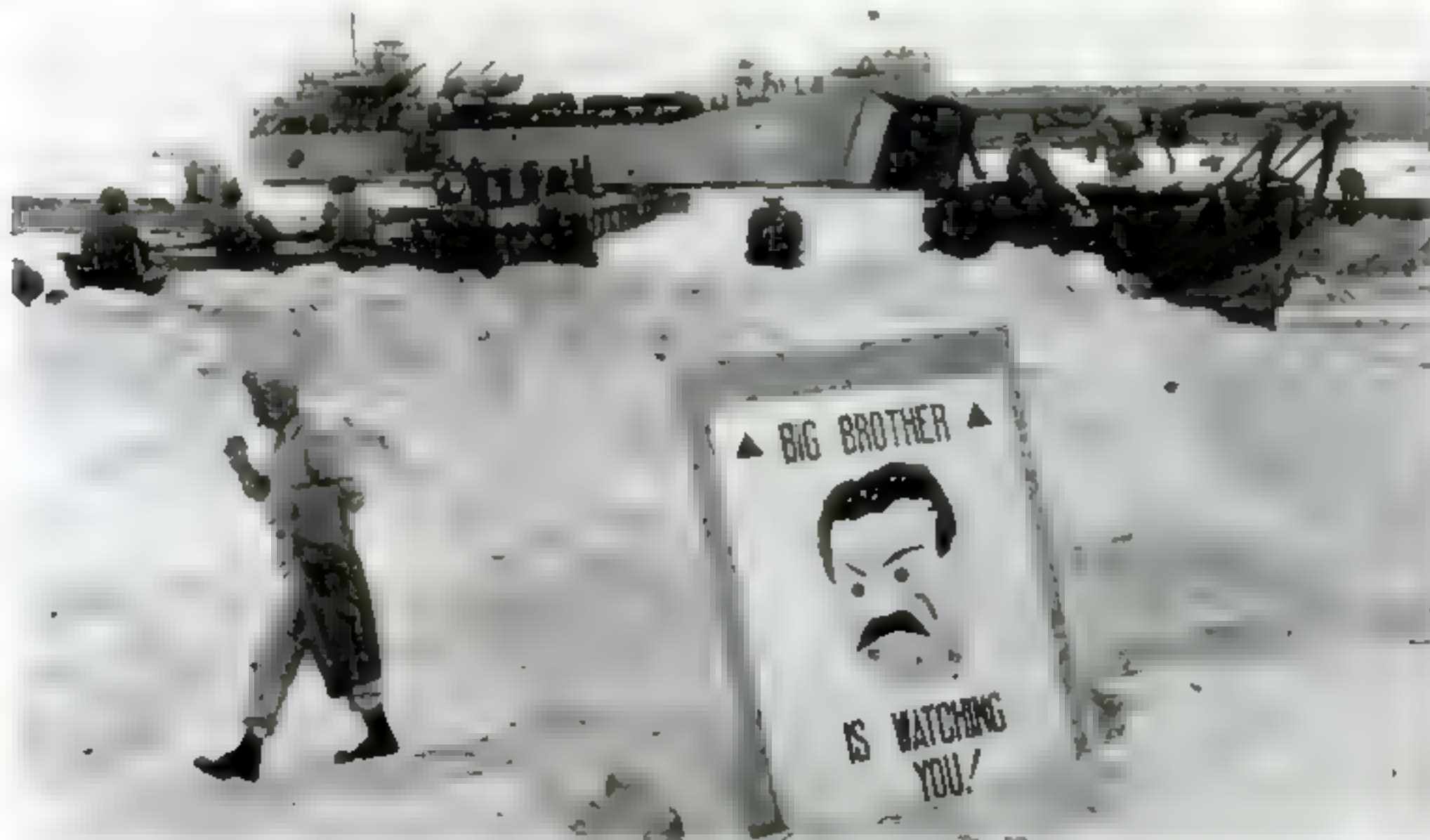
5:20 A.M.: A RED, GERMAINE FRANCOIS, OPENS A NEW ANTI-COMMUNIST FRONT



5:25 A.M.: SHOES, BELTS, BRACELETS AND OTHER BRIC-A-BRAC MARK THE BATTLE SITE



A SKY FULL OF PARACHUTES MAKES A FINE SHOW FOR OPERATION PORTREX SPECTATORS (RIGHT). BUT HILLS WERE HELD BY "ENEMY" TROOPS, WHO PRACTICALLY



IMPOSING SIGN placed on beach by defending troops was copied from LIFE's article on George Orwell's novel

Nineteen Eighty four (LIFE, July 4) Bulldozer (right) vainly tries to clear path for vehicles on Navy landing ship.



LONG CHOW LINE forms on top of V.I.P. (Very Important Person) Hill where Secretary Johnson and 700



WIPED THEM OUT ALMOST AS FAST AS THEY LANDED



guests lunched after morning of strenuous observation. *Pièce de résistance* was Puerto Rican Chicken Asopao.



INJURED JUMPER GETS FIRST AID PRIOR TO HELICOPTER EVACUATION

VALOR AND V.I.P.s ON VIEQUES

Observers enjoy war maneuvers, but some paratroopers really get hurt

Last week, on the steaming island of Vieques, near Puerto Rico, the U.S. Army, Navy and Air Force staged the biggest combined maneuvers since the war. Involved in Operation Portrex were one Army division and part of another, 160 warships and 540 aircraft. Also on hand were several hundred V.I.P.s, led by Defense Secretary Johnson (*below*). Indeed, it was largely for them that a battalion of the Army's 82nd Airborne Division opened the maneuvers on March 8th with a mass parachute jump of 842 men, at a point where they could easily be seen by the spectators. To the V.I.P.s it looked lovely (*left*), although

the landing area unfortunately was in strongly held "enemy" territory and 50% of the men became theoretical casualties. Some 83 became real casualties; landing on rough terrain, they suffered an alarming variety of breaks, sprains and wrenches.

The defense tactics demonstrated on Operation Portrex were more reassuring than the offense. Not even the Japs at Tarawa devised such devilish beach obstacles—hidden tank traps and steel barricades which frustrated the 3rd Division's bulldozers. Said one naval officer, "Vieques would have been a safe place on D-day. Nobody would have got near it."



WITH BROKEN ARM paratrooper is comforted after jump by Secretary Johnson (*second from right*). Many

observers objected to endangering men for demonstration but, said one GI, "That's what they get jump pay for."



CARRYING CROSS, CARDINAL LEADS PILGRIMS TO ST. PETER'S

POPE BLESSES AMERICANS

Pilgrims to Rome, seeking indulgence of their sins, are granted longest audience thus far in Holy Year

Holy Year was just over two months old when the first big group of American pilgrims arrived in Rome this month. All 525, led by Francis Cardinal Spellman, Archbishop of New York, had come by special ship which landed them at Naples, where they entrained for the Holy City. On the first morning of their five-day visit they marched into St. Peter's behind a black wooden cross carried by the cardinal (*above*) and under a U.S. flag borne by New York Police Sgt. Michael Mahoney. Following Holy Year requirements, each pilgrim had to make confession and receive Holy Communion, and also had to visit, besides St. Peter's, the three other main basilicas in Rome—St. Paul's-without-the-walls, St. Mary Major and St. John Lateran—in order to gain the plenary indulgence which will remit punishment in Purgatory for their venial and mortal sins. On the final day they filed into the Ducal Hall of the Vatican. There, the tall, white-surpliced papal master of ceremonies, Monsignor Enrico Dante, and Cardinal Spellman introduced them to Pope Pius XII (*pictures at right*). At the emotional peak of the pilgrimage they knelt devoutly one by one, kissed the papal ring and received the Pontiff's blessing. It was the longest special audience, over 1½ hours, His Holiness had granted thus far during the Holy Year.



AT ST. MARY MAJOR, Cardinal Spellman and U.S. pilgrims visit the basilica which many regard as most beautiful in Rome. Here they saw supposed relics of the Manger.





THE SECRETARY OF STATE

MR. ACHESON HAS GREAT VIRTUES, BUT THEY DO NOT INCLUDE A CONFIDENT BELIEF IN AMERICA

Dean Acheson has been Secretary of State for 14 months and Americans ought to know him pretty well by now. But do they? Perhaps the most pertinent thing to be said about the Secretary is that Americans do not know him very well and probably never will.

This is a remarkable fact. It is remarkable because Mr. Acheson has done a great deal to make himself and his policy known to Americans. With the exception of Paul Hoffman no other official of the Truman administration has gone to such lengths to spell out the substance, the background and the meaning of public policy. Certainly no other Secretary of State in recent times has tried so often and so well to let the public in on the nature of policy and the reasons why he, the Secretary, thinks and acts as he does. On three occasions in the past six weeks Mr. Acheson has explained U.S. foreign policy as it is and as he believes it should be in statements which are models of official expression in a democracy. In a statement on Feb. 8 the Secretary went a good way toward total recognition of the total enmity of Soviet Communism. On Feb. 16, in a private talk to a group of businessmen, he got down to such elementals as the need for talking to other peoples in their own languages and making democratic sense to them in ways that they can understand, and *LIFE* was happy to print the address last week. In testimony to a joint Senate and House committee on Feb. 21 he skillfully related the conflict with Soviet Communism to the need for renewal of European aid on an adequate scale this year. On a fourth occasion, when he was called upon to justify his recent declaration of personal loyalty to Alger Hiss, Secretary Acheson bared his inner self to the public gaze as no other official in current memory has done.

THE SECRETARY'S MIND IS ELUSIVE AND COMPLEX

Yet to the public he remains unknown and unknowable. The reasons for this remoteness are personal, and it is characteristic of Mr. Acheson that this should be so. There are some true aristocrats in the U.S., and Mr. Acheson has the air and manner of being one of them. His aristocracy is of the mind, and it conditions all that he is and does. His official self is so rooted in personal traits that the policy which he shapes and executes cannot be appraised without first appraising the personality of the Secretary of State.

This may seem to be a presumptuous approach to the person and performance of a man who is devoted to freedom and to the good of his country. But it is an approach made proper and necessary by Mr. Acheson himself. He made this approach proper and necessary with his statement of Feb. 28 on the case of Alger Hiss and on the general problem of security within the State Department. "One must be true," he then said, "to the things by which one lives. . . . One must live with one's self," and no one would question his Christian rightness. But on the

same occasion Mr. Acheson made it plain that his regard for his own "integrity of character" wholly determined the indulgent attitude which he, as Secretary of State, took toward a friend and former State Department official who had been convicted of perjuries involving treason while in office. Despite the case of Alger Hiss and despite the fairly recent riddance of 202 "undesirables" from the State Department for security reasons, the same sense of inward rightness led the Secretary to deny in effect that there is a general problem of security.

HIS BELIEF IN AMERICA IS QUALIFIED BY DOUBTS

The Secretary's attitude is sufficiently striking in itself. What is more striking, for the purposes of this discussion, is the variance between his attitude and the general attitude of the American people toward security. There can be no doubt that most Americans are worried about security and expect their officials to be more alert to the problem than many have been or want to be. On this point, then, the American people and their Secretary of State are far apart. They are also apart on other points.

Here we must return to the mind and personality of the Secretary of State. His is a rare mind, finely honed, given to introspection and to critical analysis of all that comes within its ken. Possessing such a mind, Mr. Acheson is naturally concerned not only with the nature of freedom's enemy but with the ways and faults of free society as it exists in the U.S. This of course is as it should be: anyone so stupid as to assume that all is perfection within the American system would have no business being Secretary of State. But the faculty of criticism can be dangerous as well as useful; it can carry its possessors to a point of fundamental nonconfidence in the system which they critically examine and defend.

No one has suggested, and it is not suggested here, that Secretary Acheson's highly developed faculty of criticism has taken him all the way to this point. But there is evidence that Mr. Acheson is in a state of uncertainty which does not encourage the aggressive and confident leadership required in these times.

In particular the Secretary is uncertain about the U.S. people, their dominant attitudes as he understands them, and their capacity to deal with the world struggle in which the U.S. is engaged. Any such uncertainty is, and for many years has been, unnecessary and unjustified. Those who suffer from it—and Mr. Acheson is not the only one who does—are way behind the people they serve. The statement that Mr. Acheson is uncertain on this score is not a matter of guesswork. The Secretary says as much quite frankly in talks with his many callers, and a kind of elusive ambivalence in some passages of his public statements suggests as much. Now, as we have said, awareness of visible

and possible shortcomings is one thing; overweening preoccupation with them is something else altogether. For all his lucid and increasingly sharp analyses of the Communist enemy, Mr. Acheson still speaks of finding "common ground for agreement" with adversaries who reject all genuine agreement. In his tortured search for means of agreement he tends to look more and more inward to American defects, whether real or imagined, rather than outward to the enemy's defects. He speaks of giving the American way of life a thorough going over; of a need for the American people to re-inspect and reevaluate their own thinking on basic issues; of "picking out our weaknesses and rectifying them." He speaks of "our high-flown principles" and suggests that they may have to be sacrificed in the search for "a new approach."

CAN A GOOD OFFICIAL BE A STRANGER TO THE PEOPLE?

Such remarks always occur within a context of careful, critical examination of the total scene. Yet they occur so often, and with so much emphasis, that the net impression left by them is disturbing. The net impression conveyed is that American society as it exists, functions, "thinks" today is in the Secretary's innermost opinion neither strong enough nor good enough to meet the Communist threat. The Secretary says he believes that the U.S. people have the capacity to re-examine themselves and make the changes that he is groping for. But, he asks, do they have the will to do it? Granting all that may be said for his reasoning as an intellectual exercise, his state of mind hardly conduces to a firm formulation of policy and to the strong execution of policy.

Mr. Acheson's admirers among the professional commentators have recently worried in print about one aspect or another of the Secretary's position. Columnist Walter Lippmann has written of Mr. Acheson's lack of a political base and consequent "vulnerability" to congressional attack. The Aisops have written of his immense burdens and of his private search for light and truth, with some indications of the tortures of soul and mind that any man of intelligence and self-perception must undergo in the Secretary's job.

Lately there has been some vague talk in Washington that Mr. Acheson thinks of resigning. This kind of talk is always being heard in Washington, and it interests us here only as a symptom. It is the symptom of a difficulty which is inherent in the personality and attributes of the Secretary of State. By temperament and intellect Mr. Acheson is not so much at odds with the American people as apart from them. At the start of this editorial it was said that the American people do not know him very well and probably never will. Perhaps a better way to put it is, Dean Acheson does not know the American people very well and probably never will.



*BEEF it says
and BEEF it is!*



I toss my rope.
Let out a whoop -
Thar's BEEF in that thar
Good Beef Soup!

**Pieces of beef . . . hearty vegetables
in a thick brown beef stock**

Now then, you beef eaters . . . gather 'round! For here's a hearty eating beef soup that's bound to delight you and yours.

Sit down to a plate of this robust soup. Make it the mainstay of lunch or the main dish at a family supper. Once you've reached the bottom of a brimming bowl of Campbell's Beef Soup— with its nourishing vegetables, its rich beef stock, its tender pieces of beef— well, sir, you'll know you've eaten!

Try it today. Remember— its middle name is beef!

Campbell's BEEF SOUP



THE ALEXANDER SMITH FLOOR-PLAN RUG in the room above cost only \$199.50, ready made in the 12'x 15' size that fits this living room nearly wall to wall. This is the most luxurious of the five

broadloom qualities in Floor Plan Rugs. In the same size, the Floor Plan qualities shown on the opposite page would range in price from about \$124.50 to about \$199.50 in most localities.

*You can
afford broadloom*

Floor-Plan Rugs

are ready-made to fit...priced easy-to-buy

You save, when you buy your broadloom in an Alexander Smith Floor-Plan Rug, just as you always save when you buy anything ready-made instead of made-to-measure. And since Floor-Plan Rugs are ready-made in twenty room sizes, you'll find the size to fit *your* room. Choose from forty patterns, in 5 fine qualities. Roll out a Floor-Plan Rug in your home, for the beauty of broadloom, nearly wall-to-wall...without the bother or expense of custom installation.

Alexander Smith

FLOOR-PLAN RUGS



BROADLOOM CARPETS



In the 9' x 12' size, the Floor-Plan patterns shown above are priced from \$74.50 to \$119.50 in most localities.

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Alexander Smith & Sons Carpet Company
285 Fifth Avenue, New York 16, New York
I enclose 25¢ for your new color-idea book, "Colorama."

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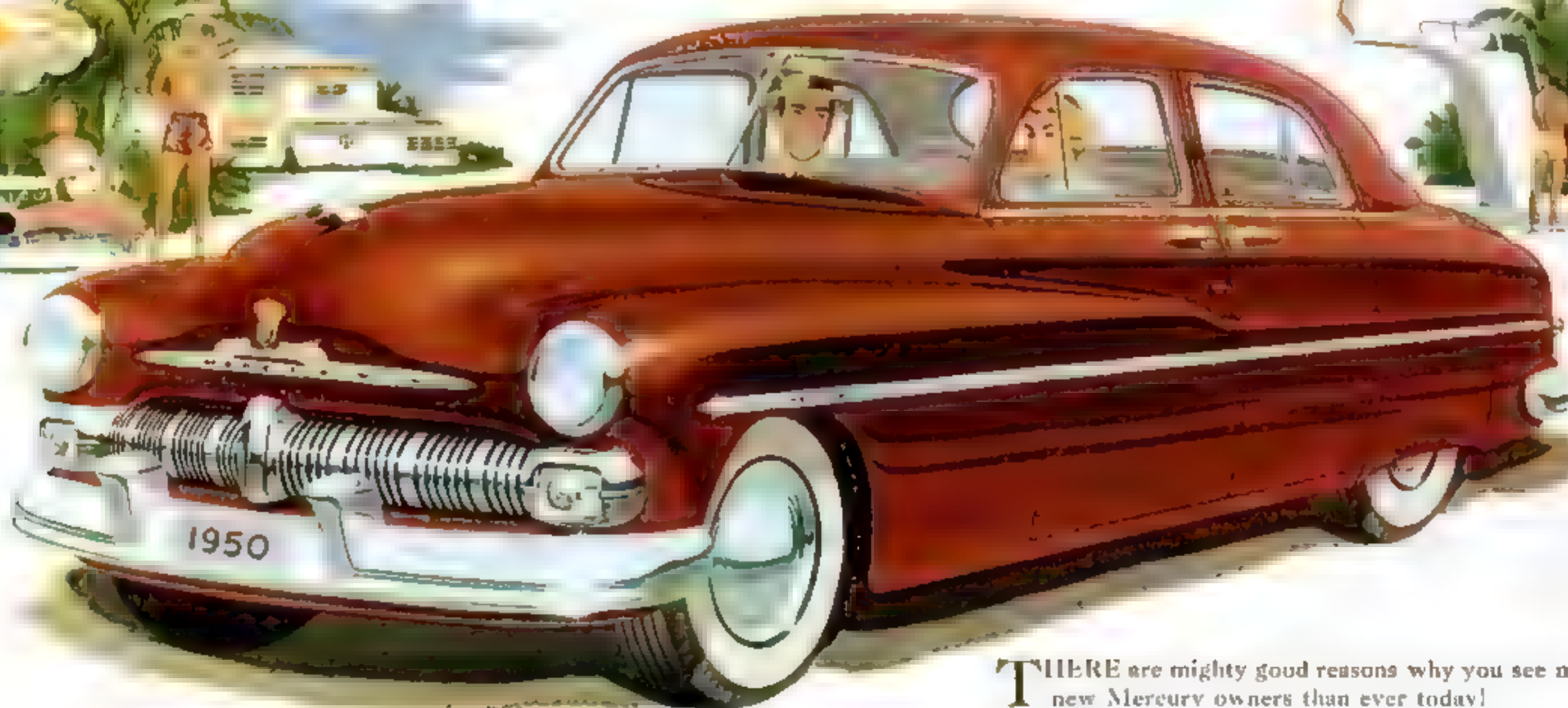
"Thrifter with the gas!"

(and generous with the power!)



1. Yes, this big, new 1950 **MERCURY** now gives you "better than ever" economy. Owners say it's the thriftiest car they ever owned!

2. And wait'll you try its "Hi Power Compression!" That famous **MERCURY** get-up-and-go is "better than ever!"



Make your
next car the

"better than ever" new 1950

3. **MERCURY** engineering is now "better than ever," too. Safer! Sturdier! Better balanced!

THERE are mighty good reasons why you see more new Mercury owners than ever today!

And that's because the new 1950 Mercury is so much *better than ever* in everything! Better in *styling*—with new advanced design! Better in *comfort*—with "Lounge-Rest" foam-rubber cushioned seating! Better in *economy*—with "Econ-O-Miser" carburetion! Better in *all-around performance and value*, too!

No wonder Mercury owners call it the smartest buy on the road! See your Mercury dealer—and drive the *better than ever* new 1950 Mercury today!

MERCURY DIVISION OF FORD MOTOR COMPANY

MERCURY



WITHOUT LOSING HIS BRIEFCASE, HIS HAT OR HIS BALANCE, OMAHA MAN STAGGERS THROUGH WIND AND SLEET TO SNATCH ROLLING BARREL FROM PATH OF CAR

OMAHA'S BIG BLOW

**Pedestrian battles 82-mile gusts
to remove rolling traffic hazard**

At 3:15 p.m. on March 7 the Omaha weather bureau noted that the wind, blowing at 10 mph, had suddenly shifted from southwest to northwest. Ten minutes later velocity was up to 50 mph, and as it climbed to a peak, with 82-mile gusts, pedestrians were bounced like tennis balls on icy streets. One man, clinging to a parking meter, grabbed a hat that sailed out of nowhere, looked at it, grinned, "I'll be danged. It's mine." The wind scattered 200,000 board feet at a lumberyard, collapsed a

brick wall on top of an automobile and blew out 10 windows in one department store, strewing half-dressed mannequins in grotesque poses. In this confusion an empty barrel careened along a downtown street, a traffic hazard dodged by drivers and pedestrians alike until one hardy soul dashed out to grab it (*above*). It was the worst winter blow in Nebraska history. Other communities reported up to 15 inches of snow, damage running into hundreds of thousands of dollars, and two lives lost.



THE WINTHROP GROUP of solid mahogany... in truest Colonial spirit. Graceful, charming... and, as for generations past, in admirable taste. Rubbed and polished until the wood gleams warm... says this is the finest, this is solid, solid mahogany."

Look closely... look twice...

this is

MENGEL

furniture

Does your home open its heart to traditional, or does modern best suit its theme? Look closely, look twice, see how handsomely Mengel does both... to fit comfortably into your home, and yours, and into *everyone's* home-furnishings budget. Here is truly beautiful furniture, the finest in past and present day design, enduringly built for your future.

Individual pieces from either of these suites may be purchased separately.



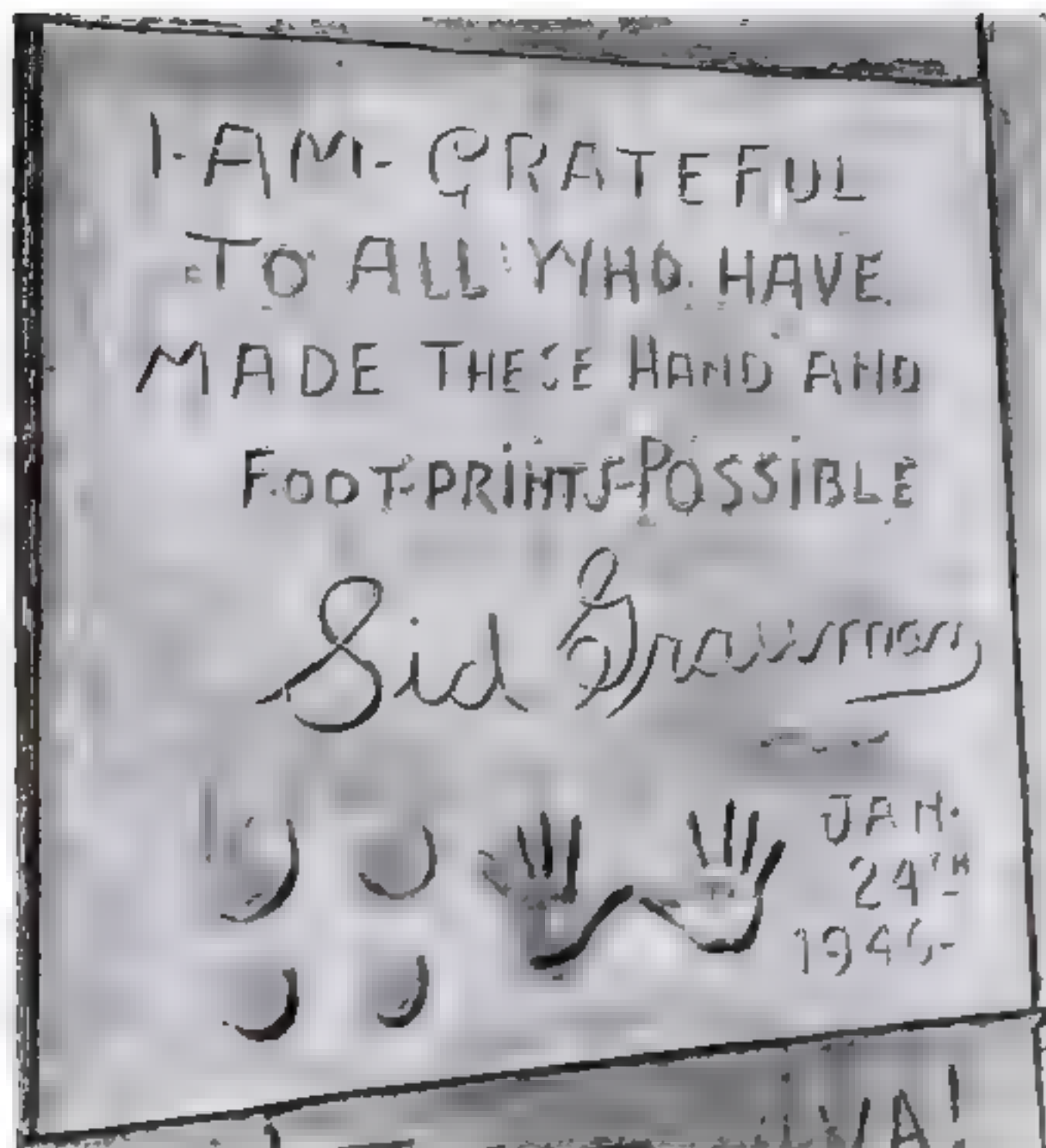
THE CENTURY GROUP in dove grey walnut... smooth and fine in line and color and finish. Gentle, gracious modern with a sleek, restful kind of beauty that will bring a deep note of comfort to your bedroom. This group also available in amber brown walnut and flaxen oak.



THE MENGEL COMPANY • FURNITURE DIVISION

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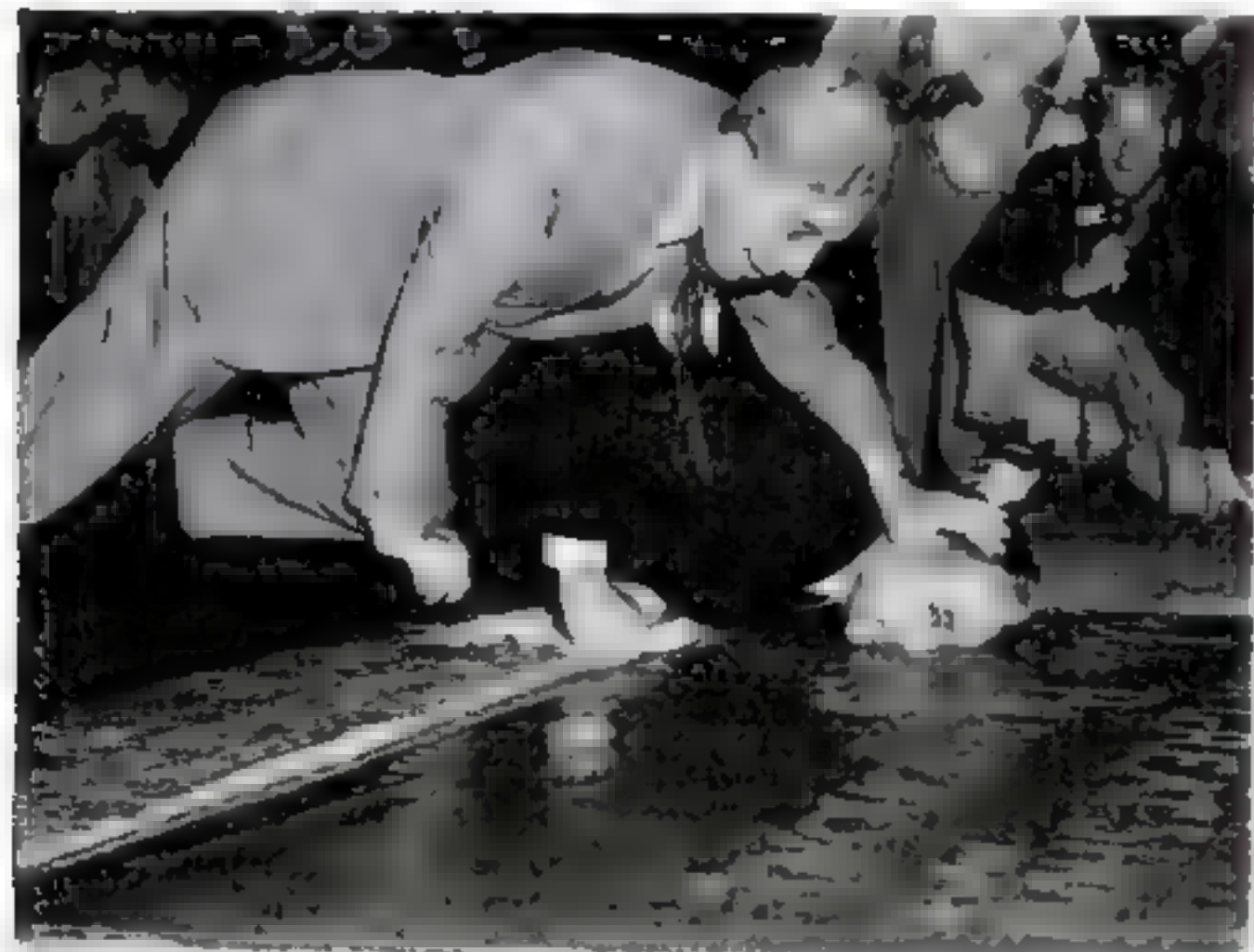
THANK-YOU NOTE left in cement by Sid Grauman included his mouth print (above date). Theater-owner Grauman, a small man, wore a size 7B shoe.

THE GRAUMAN LEGACY

Late Chinese-Theatre owner really left his mark

Sid ("Little Sunshine") Grauman, the Hollywood theater owner, died on March 5 at 70, leaving behind him, in the words of Longfellow and *Variety*, "Footprints on the sands of time." In Grauman's case the sands of time were cement slabs beside his rococo Chinese Theatre, and the prints were not merely those of feet but of legs, lips, hoofs and other equipment belonging to film stars. The collection took years to make and required the services of a talented cement mixer, Jean Klossner (p. 48). Because he alone could make the secret-formula mixture required, Klossner had Grauman in the hollow of his hand. As often as he resigned in artistic pique, Grauman managed to hire him back.

Grauman's fame rested on the print collection, but he was actually a highly talented showman who made, lost and remade millions. He was an eminent practical joker (he once persuaded Charlie Chaplin to enter a Chaplin-impersonation contest in which Chaplin won third prize) and a generous, pious man. "God," he said, "does my shows."

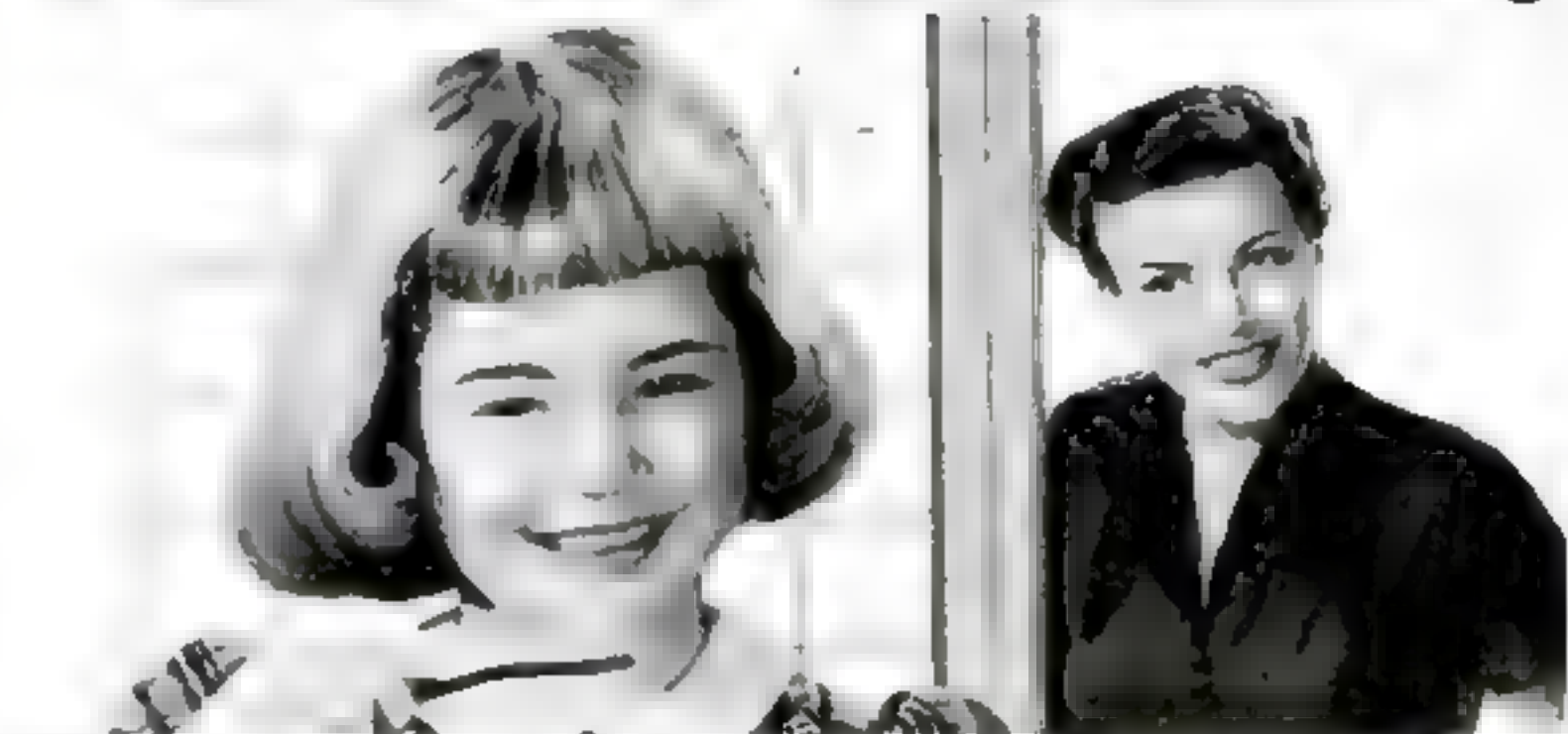


BARRYMORE'S PROFILE was recorded in 1940. At this great moment of his collecting career, Grauman personally pressed the flesh into the stone.

CONTINUED ON NEXT PAGE

No Other Dentifrice Offers Proof of Such Results! Proof That Using

COLGATE DENTAL CREAM HELPS STOP TOOTH DECAY!



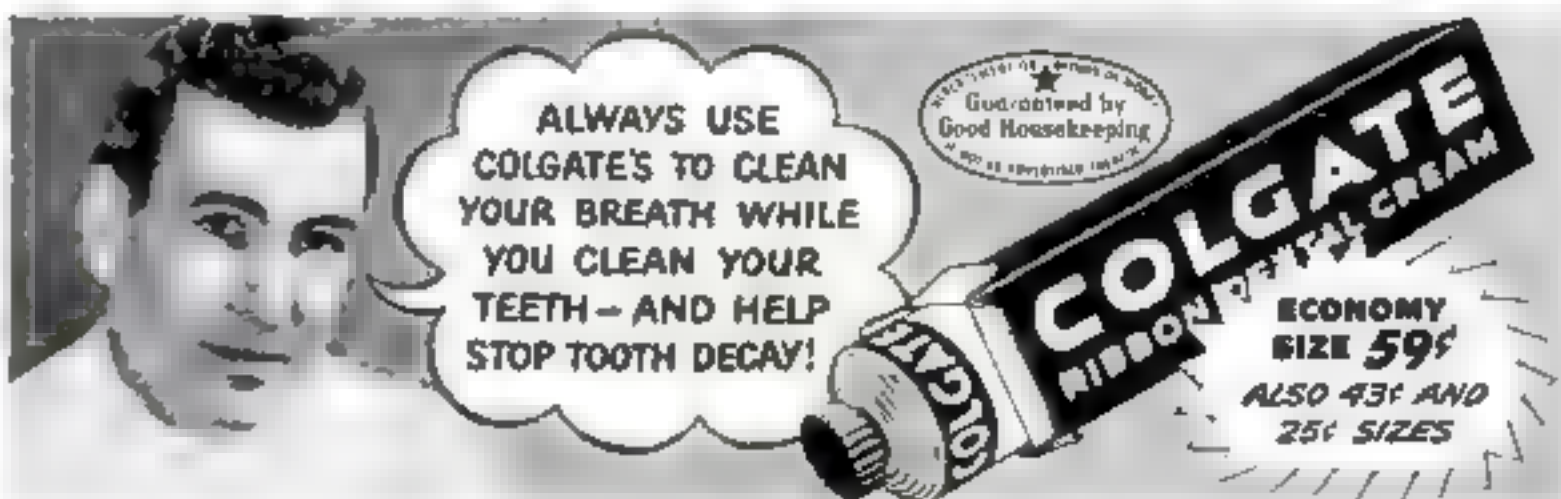
2 Years' Research by LEADING UNIVERSITIES Proves That Using Colgate's Right After Eating Helps Stop Tooth Decay Before It Starts!



THE MOST CONCLUSIVE PROOF IN ALL DENTIFRICE HISTORY ON TOOTH DECAY!

Proof based on more than 2 years' scientific research at leading universities—hundreds of case histories! Modern research shows that tooth decay is caused by mouth acids which are at their worst right after eating. Brushing teeth with Colgate Dental Cream as directed helps remove these acids before they can harm enamel. And Colgate's active penetrating foam reaches crevices between your teeth where food particles often lodge.

YES, THE SAME TOOTHPASTE YOU USE TO CLEAN YOUR BREATH WHILE YOU CLEAN YOUR TEETH, has been proved to contain all the necessary ingredients, including an exclusive patented ingredient, for effective daily dental care. No risk of irritation to tissues and gums! And no change in Colgate's famous flavor, foam, or cleansing action! No dentifrice can stop all tooth decay, or help cavities already started. But brushing teeth with Colgate Dental Cream as directed is a safe, proved way to help stop tooth decay!



This Is The First Thing You Need For A Cold— *To Feel Better, Fast!*

THE COLD TREATMENT that is widely recommended today is aspirin and as much rest as possible because of all cold treatments, this is the simplest and most effective.



At the first sign of a cold—before you do anything else—you should take BAYER ASPIRIN, because BAYER ASPIRIN brings you quick relief from the headachy, feverish feeling—and the muscular aches and pains—that usually accompany a cold.

Ask your doctor about this. We're sure he will tell you that no matter what you do to try stopping or shortening a cold, it's sound advice.

FEEL BETTER FAST

And it's advice that produces fast results. For BAYER ASPIRIN is actually ready to go to work in two seconds. That's why, when you take it to relieve these distressing cold symptoms, you get the relief you want with astonishing speed.

By dropping a BAYER ASPIRIN tablet in a glass of water and watching how quickly it disintegrates, you can see this two second speed with your own eyes.



WHAT TO DO FOR SORE THROAT

BAYER ASPIRIN is also an excellent medication to use for the relief of sore throats due to colds. You just dissolve three BAYER ASPIRIN tablets in one-third of a glass of water—and then gargle. This makes a highly potent medicinal gargle that almost instantly soothes tender throat membranes, relieves pain and irritation.



You'll find that BAYER ASPIRIN is not only highly effective, but wonderfully gentle, too. Its single active ingredient is so gentle to the system doctors regularly prescribe it even for small children.

Get BAYER ASPIRIN today. When you buy, ask for it by its full name—Bayer Aspirin—not just for "aspirin" alone.

Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine

BAYER ASPIRIN

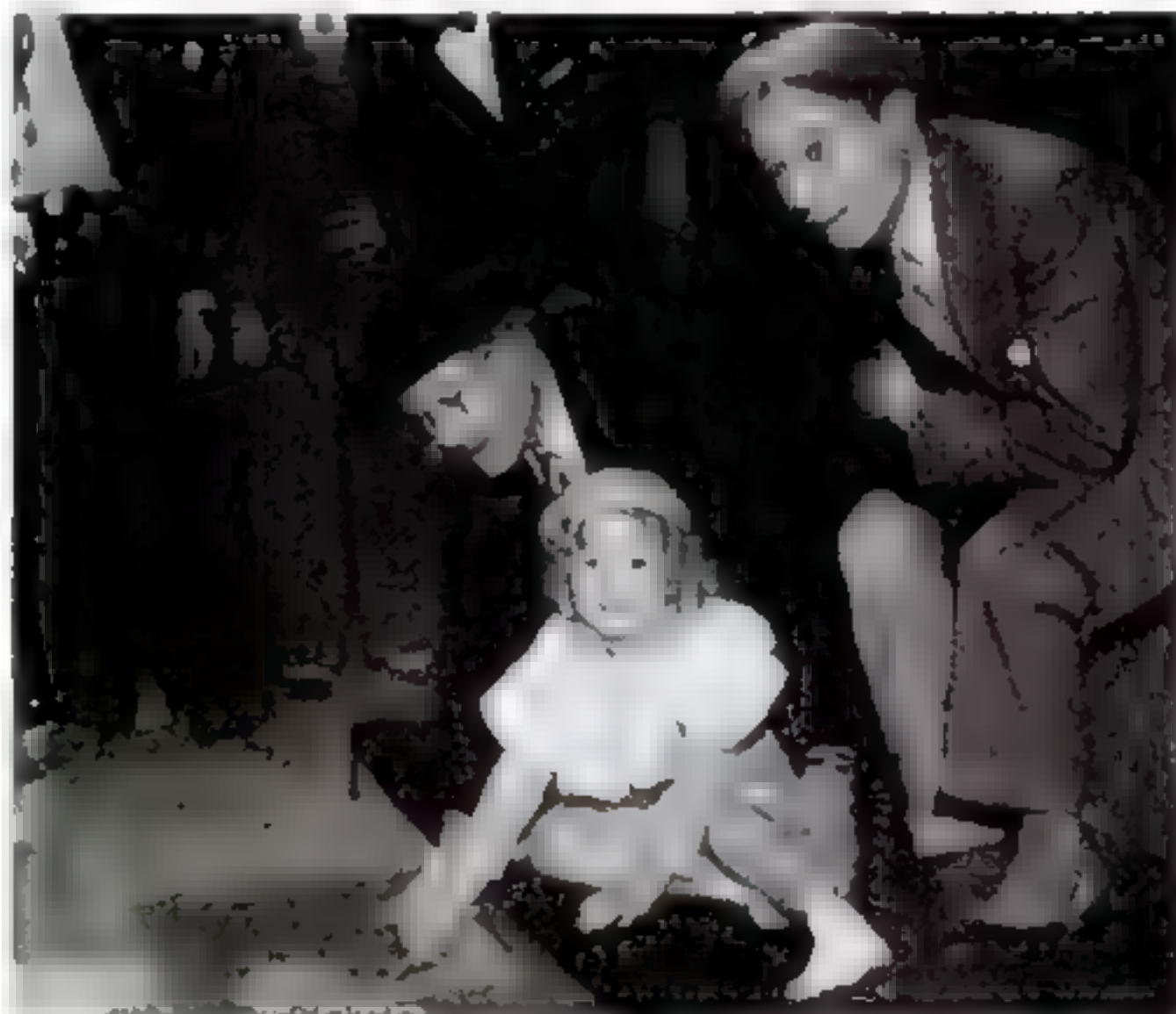
Sid Grauman CONTINUED



LEGS belonging to Betty Grable were pressed into cement in 1943, during a ceremony Hollywood thoughtfully staged to raise morale of Armed Forces.



HOOF belonging to Trigger and hands belonging to his owner, Roy Rogers, (center) are duly recorded. Few other horses have had the same privilege.



SHIRLEY TEMPLE'S MESSAGE in 1935, when she was 7, was "Love to the World," which Grauman's cement mixer, Jean Klossner, helped her spell.



you can
b-r-e-a-t-h-e

*while the new Jantzen
nylon high-topper
wisps your waist...
and hews your hips
to the new line!*

we had a poem and we
added music to it...we mean we've
found a way to knit the marvelous
Jantzen patented breathing-top in nylon...
making a really sensational new girdle (or panty-
girdle)...a thoroughly nylon light-as-air
job that starts above the waistline to give you the
loveliest figure you ever had. This is the only top made
with knit-in boning...it's wonderful-to-wear, trims your
ribs, slims your waist, starts your hips on a smooth career...
and you can have it now...in elasticized nylon net or leno in
Talon-fastened or step-in styles...7.50 to 10.95...at most stores.

JANTZEN FOUNDATIONS, EMP RE STATE BLDG., NEW YORK

Jantzen
girdles
and panty-girdles
by the makers of
Jantzen swim suits

**JOIN THE
MILLIONS
WHO SAVE WITH...**

SOFT WATER SERVICE

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ONAWA, R. Adkins
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LIBERAL, N. Miller
LYONS, G. Houston
MC PHERSON, R. Barr
MINNEAPOLIS, F. Hoover
NEWTOWN, G. Larimore
OBERLIN, J. Saxon
PEABODY, W. Axtell
PHILIPSBURG, W. Stephens
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ST. FRANCIS, B. Reynolds
SALINA, W. Eberhardt
STAFFORD, W. Cick

PLINT, C. Underhill
FLUSHING, A. Mercer
GRAND HAVEN, G. Hornby
GRAND RAPIDS, R. White
GREENVILLE, J. Hamlin
HILLSDALE, D. Chappell
HOLLAND, M. Baron
IONA, C. Snider
IRONWOOD, T. George
JACKSON, M. Kress
KALAMAZOO, R. Goettling
KALAMAZOO, C. Rogers
LANSING, L. Baker
LAPEER, H. Chase
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BENSON, L. Lindgren
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WILMAR, A. Lund
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WORTHINGTON, W. Brown

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DEER LODGE, J. Hiral
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HAMILTON, F. Stratton
HAYRE, R. Houtner
KALISPELL, R. Graham
LAUREL, D. Sharp
SHELBY, G. Parsell
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EAST PALESTINE, A. Green
EATON, L. Butterbaugh

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DUNCAN, W. Endaley
EL RENO, R. Kamm
ENID, S. Stoner
HOBART, J. Harbour
KINGSDOM, D. Powers
LAWTON, W. Engleay
MIAMI, J. Olson
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PAWBUKA, J. Wood
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CLARK SUMMIT, P. Mills
DOYLESTOWN, W. Moyer
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INDIANA, J. Lowry
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PITTSBURGH, J. Wilson
POTTSTOWN, K. Funk
SHARON, J. Moore
SOUDEBURY, V. Eisenbray

SOUTH DAKOTA

BROOKINGS, A. Bonhe
DEADWOOD, W. Berry
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SIOUX FALLS, J. Noble
MADISON, O. Appewich
MILBANK, R. Nord
MITCHELL, F. Schaefer
PERRE, C. Barry
RAPID CITY, D. Rust
SIOUX FALLS, W. Wiley
WATERTOWN, M. Fie
YANKTON, M. Elstner

TENNESSEE

BRISTOL, J. Dillner
KINGSPORT, C. Sandidge
KNOXVILLE, C. Freeman
KNOXVILLE, G. Huddleston
NASHVILLE, A. Littleton
SHELBYVILLE, L. Haylett

SEGUIN, B. Harry
SLATON, F. Bostick
SNYDER, C. Hicks
SPUR, J. Groves
SWEETWATER, W. Terrell
TAHOKA, E. Oster
TEMPLE, H. Watson
VERNON, A. Shibley
WACO, C. Flood
WEATHERFORD, L. Walker
WESLACO, A. Barker

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NEPHI, J. Yorgason
OGDEN, J. Burnham
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RICHFIELD, E. Baggett
SALT LAKE CITY, L. Evans
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DAYTON, J. Spencer
ROANOKE, J. Roel
VIRGINIA BEACH, K. Smyth
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OMAK, W. Love
RICHLAND, E. Schiller
SPOKANE, R. Ellingwood

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Almost a thousand dealers with 3,000 trucks are delivering Culligan Service every day.

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LOCAL FRANCHISES ARE AVAILABLE in some communities, 85% of U. S. and Canadian tap water is hard... so there is still opportunity to start your own exclusively-franchised Culligan Service business. Send coupon or wire for complete details.

Free Booklet "Soft Water At Your Service" shows how the average family can save over \$100 a year with Soft Water.



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First

with the new **POWER***Glide*

Automatic Transmission*

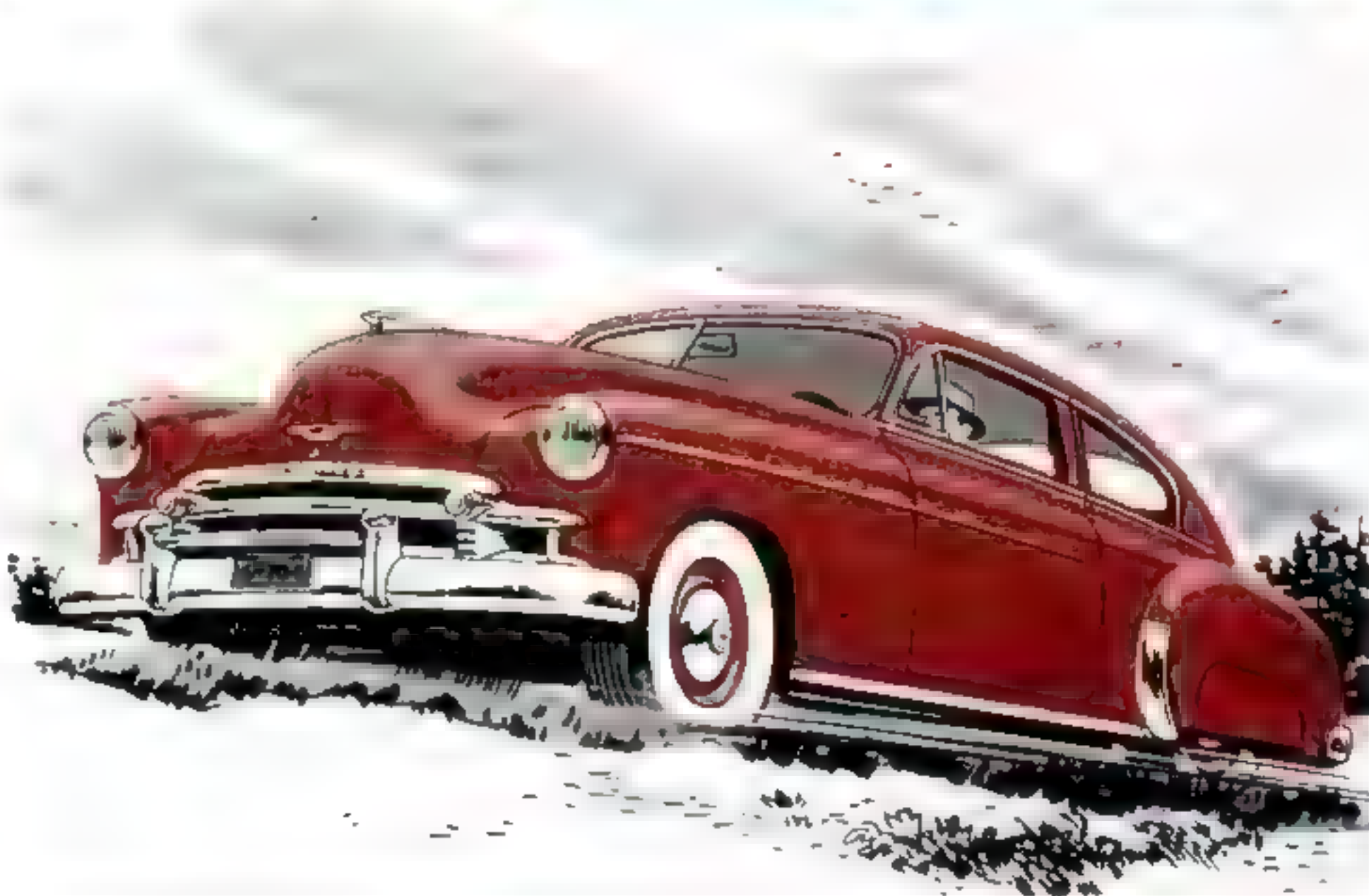
Prepare for a real thrill when you drive the new Chevrolet with Powerglide Automatic Transmission—the only low-priced car offering a truly automatic drive! There's no clutch pedal, no "clutch pushing," no gearshifting. Simply set a lever in "DRIVE" position, "step on it," and you're borne along on a smooth, silent flow of power at any and all speeds, without shifting, and without any further effort on your part except applying the brakes to stop!



and Finest

in all-round performance with economy from two great engines

Here's the *only* low-priced car that offers a choice of two great Valve-in-Head engines—both outstanding for performance with economy! You may have the new Chevrolet 105-h.p. Valve-in-Head engine with Automatic Transmission—*most powerful* engine in its field and giving traditional Chevrolet economy in over-all driving. Or you may have the fine standard Chevrolet Valve-in-Head engine with Synchro-Mesh Transmission—now giving more power, faster response and greater over-all performance, plus all the tight-fisted economy it has displayed in the past!



at Lowest Cost

**lowest-priced line
in the low-price field**

This new Chevrolet provides feature after feature of costlier cars at the *lowest prices* and with big savings in operation and upkeep. New Style-Star Bodies by Fisher that are the pattern of Beauty! Center-Point Steering and Unitized Knee-Action Ride for greater steering ease and riding ease! Curved windshield with Panoramic Visibility, and proved Certi-Safe Hydraulic Brakes giving the fullest measure of safety protection! Small wonder that people everywhere are naming Chevrolet *first and finest at lowest cost!* See your Chevrolet dealer soon!

*Combination of Powerglide Automatic Transmission and 105-H.P. Valve-in-Head Engine optional on De Luxe models at extra cost.



AMERICA'S BEST SELLER...AMERICA'S BEST BUY

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN

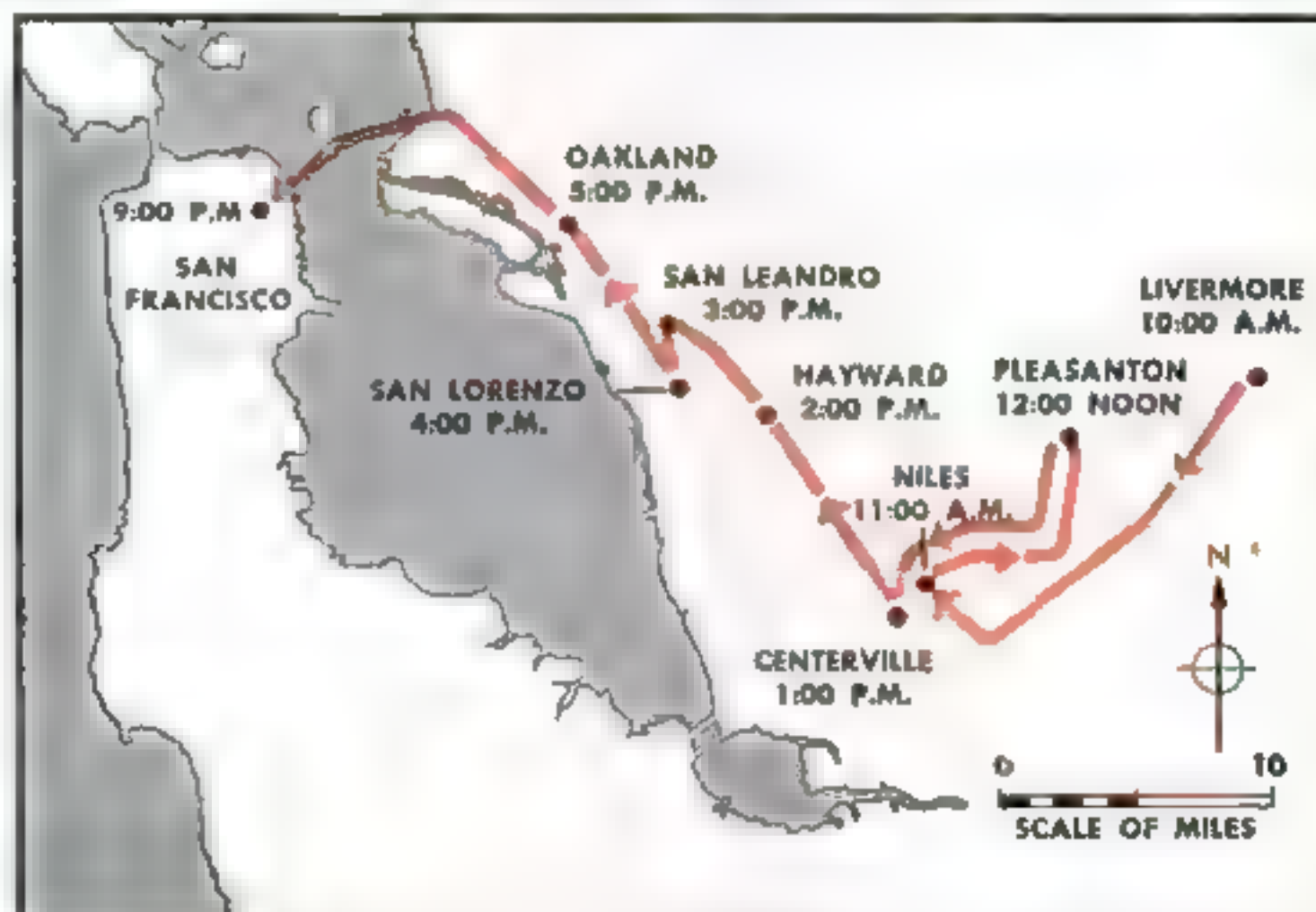


JIMMY ROOSEVELT'S AUDIENCE OF OAKLAND CHEVROLET WORKERS SEEMS TO BE CAPTIVATED BY THE SAME CHARM THAT FOUR TIMES ELECTED F.D.R. PRESIDENT

"I CAN HEAR HIM NOW"

Son Jimmy reminds Californians of another Roosevelt

The magic of the Roosevelt name, which Franklin D. Roosevelt Jr. showed was still alive when he won a New York congressional election last year, is being tested again. In California, F.D.R.'s eldest son Jimmy took the stump to run for governor, touring the San Francisco area like a candidate for constable and making 62 speeches in eight days. Photographer Wayne Miller, who concentrated on Jimmy's audiences, saw in them the people whose faith and votes gave F.D.R. four terms in office. They were astonished by the similarity of Jimmy's mannerisms to his father's—the same Groton accent, the same fluent assurance, the same sharp tilt of the head when he laughed. In one small town a woman murmured, as though she had seen a ghost, "I can hear him now." Despite the coolness of President Truman, whose 1948 nomination Jimmy opposed, he was favored to win the Democratic nomination on June 6. Then he would have to beat one of the country's best Republican vote-getters—liberal Governor Earl Warren, who is seeking a third term.



ONE DAY'S ITINERARY for Jimmy involved 80 miles' travel, eight day speeches and a banquet talk the same night. On this day—Feb. 20—he spoke to 4,500 people.

CAVALCADE OF SPORTS

... Sammy Sneed



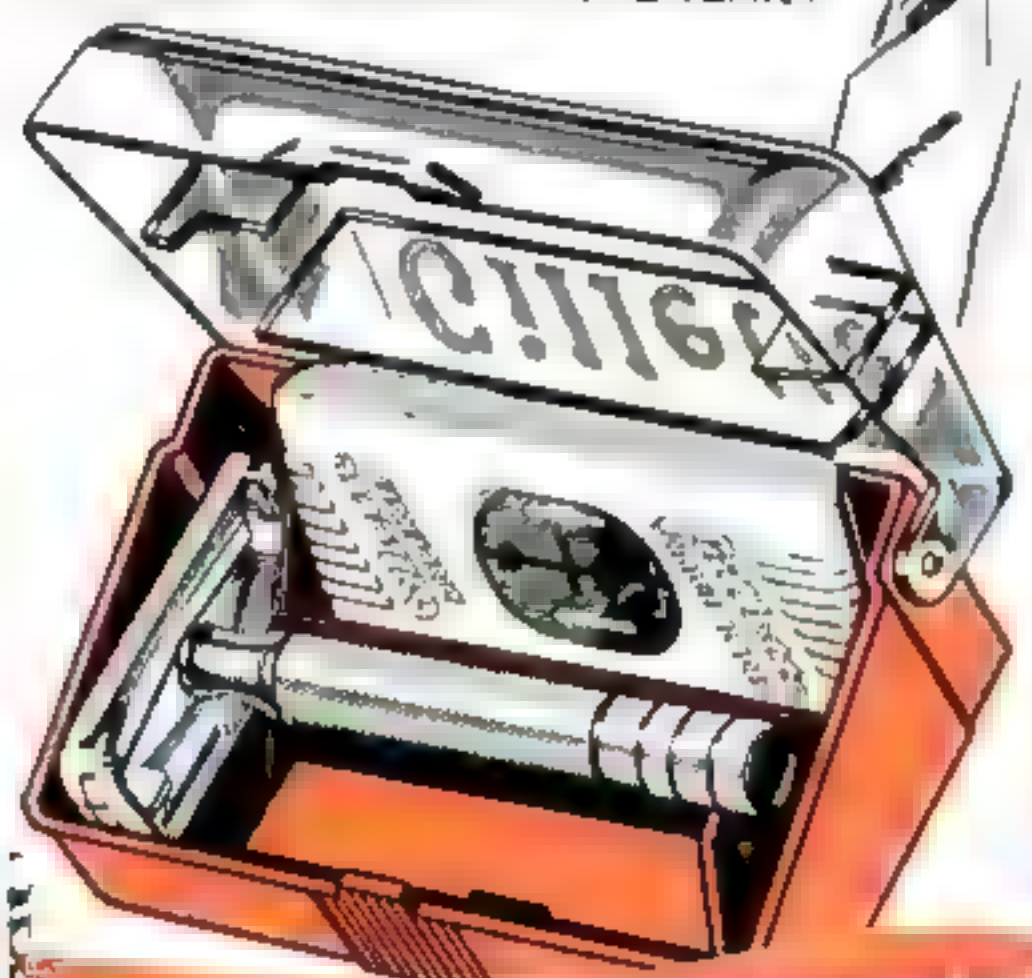
A GOLFING GENIUS FROM THE START, "SLAMMIN' SAMMY" WAS POSTING SCORES OF 68 AND 72 WHILE STILL A BAREFOOTED CADDY IN VIRGINIA!



HAD SNEAD WON ALL THE MAJOR TOURNAMENTS HE'S LOST BY "BLOWING" SHORT PUTTS, HIS RECORD WOULD EQUAL ANY IN GOLF HISTORY!



RANKED BY EXPERTS AS A MASTER STYL ST AND POSSESSOR OF THE GAME'S MOST BEAUTIFUL SWING, SAMMY SNEAD "CLICKED" IN 1949 TO WIN FOUR OF GOLF'S MOST COVETED CROWNS AND ITS RICHEST PURSES. IN A NATIONWIDE PGA POLL, HE WAS CHOSEN "GOLFER OF THE YEAR!"



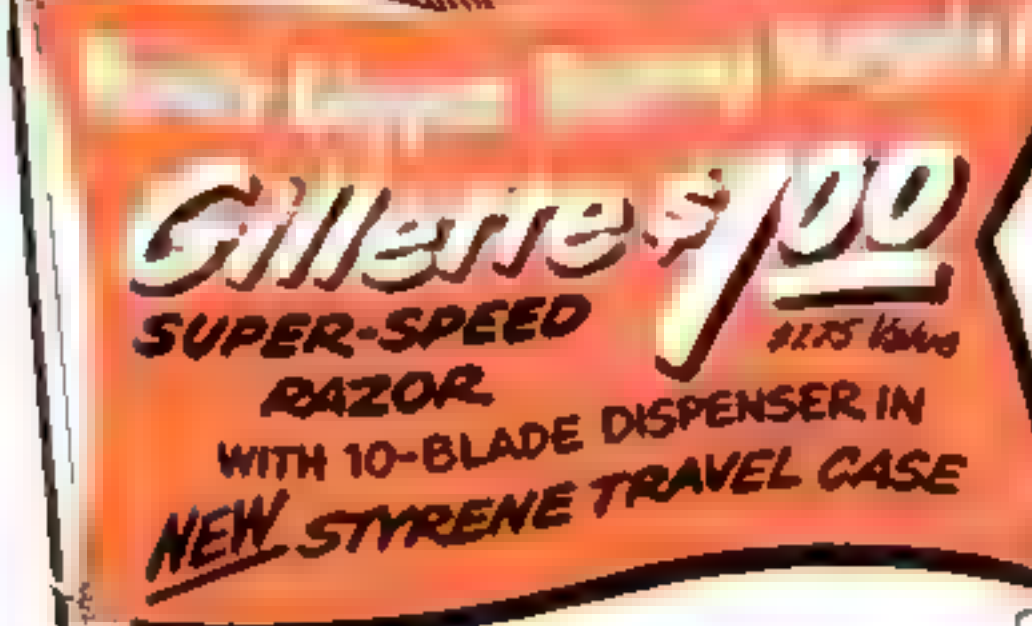
1. Twist...it's open!



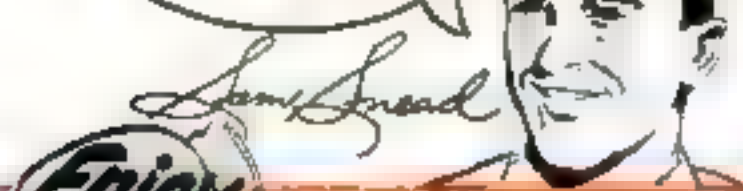
2. Zip...it's loaded!



3. Twist...it's closed!



I THOUGHT NOTHING COULD BEAT MY OLD GILLETTE FOR SHAVING SPEED AND COMFORT. BUT I'VE GOT TO HAND IT TO THE NEW GILLETTE SUPER-SPEED. IT'S THE SLICKEST-SHAVING RAZOR, AND THE HANDIEST, I'VE EVER USED!



FOR UTMOST SHAVING SATISFACTION GET THE ULTRA-MODERN GILLETTE SUPER-SPEED RAZOR. YOU CHANGE BLADES INSTANTLY, ENJOY REAL SHAVING COMFORT AND DOUBLE-EDGE ECONOMY...THREE BIG ADVANTAGES THAT MAKE SHAVING EASIER AND MORE CONVENIENT THAN EVER BEFORE!

Enjoy Gillette's Friday Night Boxing Broadcasts Over Your ABC Station

"I Can Hear Him Now" CONTINUED



AT PLEASANTON, in California wine-making region, women interrupted their shopping expeditions to listen to Jimmy's noon-hour talk at the City Hall.



AT OAKLAND a C.I.O. auto worker with hatful of union buttons listened.



AT CENTERVILLE women joined audience of 300 at the Civic Center.



SAN LORENZO POSTMAN was in crowd of 150 at town shopping center.



SAN LORENZO HOUSEWIFE attended too. This is an industrial area.



AT HAYWARD an intent man and an old woman were in crowd of 2,500. Jimmy was asked about bonuses (he's for them) and gambling (he's against it).

CONTINUED ON PAGE 30

Ever wonder who runs the oil companies?



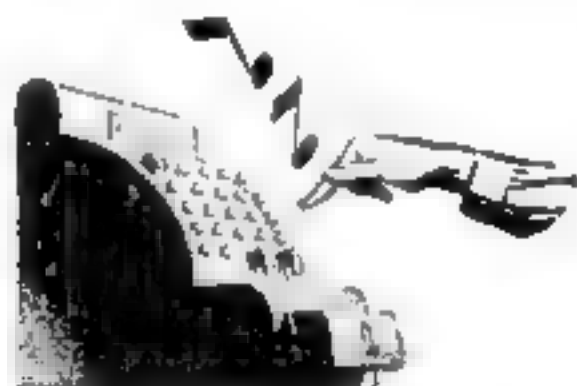
1. If you ask the average American to tell you who runs this country, he'll answer that the people do. He may qualify that some by admitting that the President, the Congress and the other officials in Washington make the day-to-day decisions. But he knows that in the final analysis it is the people's vote and the people's opinion that really determine how our country shall be run.



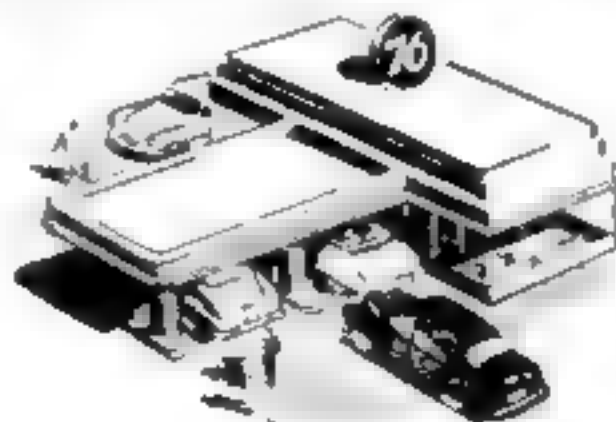
2. Ask the average American to tell you who runs American business and 9 times out of 10 he'll tell you it's "management" or "Wall Street" or "Big Business." Actually, the American people have *far more voice* in the conduct of American business than they have in the conduct of American government. Because they cast thousands of times as many personal votes on it each year!



3. For example, every time an American in our marketing territory buys 5 gallons of gasoline he casts a "vote" for or against Union Oil Company, its products or its services. During the course of each week, practically every one of the 5-million-odd car owners in our territory "votes" at least once on this issue. At the same time, several million more "votes" are being cast that week on the hundreds of other products we make.



4. The combined total of these "votes" by the people in this country determines Union's *entire course of action*—whether it shall be big or small, whether it shall expand its drilling operations or curtail them, whether it must raise its prices or lower them, whether it shall succeed or fail.



5. When you realize that this voting on Union Oil Company policy (and the policies of all American business) is going on constantly 24 hours a day—the "ayes" with a resounding ring of the cash register, the "nays" with an equally resounding silence—you begin to understand that the person who actually runs American business is *you*, the American customer. Furthermore, you "vote" thousands of times oftener each year on the conduct of American business than on the conduct of the world's most democratic government.

UNION OIL COMPANY OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.

How a doctor helped

millions of women

Several years ago a doctor in a western state began to think about the problem of monthly sanitary protection and the common practice of using external pads supported by pins and belts. "Why not internal absorption instead?" he thought. It would obviously require a much smaller bulk. There would be no chafing, no odor. Disposal would be easy. . . . This internal principle was already a familiar story to physicians. Why not apply it in a convenient form available to women generally?

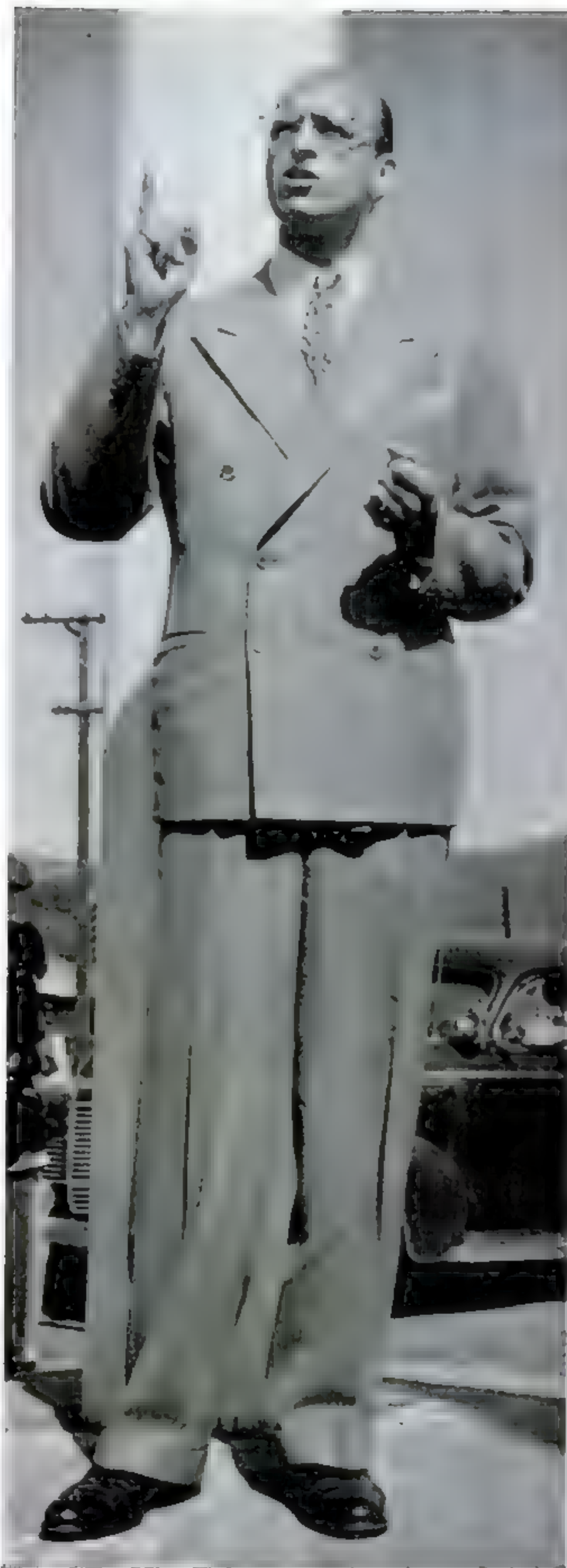
It was wisely decided that this Tampax (as it is called) should consist *only* of pure surgical cotton, firmly cross-stitched and of great absorbency, contained in a patented disposable applicator. It is so efficient that your hands need never touch the Tampax while inserting. The whole idea seems a little novel at first, but we can assure you it's all quite scientific and physiologically correct.

It means a lot to a girl or woman to know that Tampax just simply cannot cause any bulge or ridge because it is worn internally. Now you need not choose your dresses so carefully to wear on those "exasperating days." You need not worry whether everything is arranged "just right!"

With her mind at ease at such times, a young woman has a great advantage. She does her job better. If a student, she studies to better effect. Socially, she handles herself and her situations with more confidence and skill. So you see the use of Tampax can make a real and important difference in your life—not only on the days in question but throughout the month.

They sell this Tampax at drug stores and notion counters everywhere. A full month's average supply slips right into your purse. Make a note of it now—Tampax. Millions of women use it monthly. Tampax Incorporated, Palmer, Mass.

"I Can Hear Him Now" CONTINUED



JIMMY ON THE STUMP tells farming audience that Warren and G.O.P. have botched state unemployment problem. He and Warren will run in both Democratic and Republican primaries (in 1946 Warren got both nominations). The 42-year-old Jimmy is also opposed by another Democrat, Welburn Mayo, although state organization has grudgingly accepted Jimmy as its best bet. But some Truman Democrats would really rather see Warren win again.

ONLY YOU know
you're wearing one!



— THERE'S A
VENIDA INVISIBLE
HAIR NET FOR YOU.
HAND-MADE OF HUMAN
HAIR. SINGLE OR DOUBLE MESH.

Choose the Correct Style
and Invisible Shade

Colors 20¢ Grey, white 25¢
2.25 per doz. 2.75 per doz.

SAVE! BUY THE DOZEN!
At all dept., drug and variety stores



No. 2221 18th Century design in Mahogany, with drawer 5in. or 6in. Blende
A man, No. 2471 American Walnut, No. 2399
\$79.95

LANE CEDAR HOPE CHEST

THE LANE COMPANY, Inc., Altavista, Va.
Write Attention Dept. L30 for information, if desired.

36 years of pioneering bring you . . .

Kelvinator's *new* Wonder Workers for your kitchen!



Imagine—an "11" that is only 31 $\frac{1}{4}$ " wide, 28 $\frac{3}{4}$ " deep, 60 $\frac{1}{4}$ " high! It fits your kitchen!

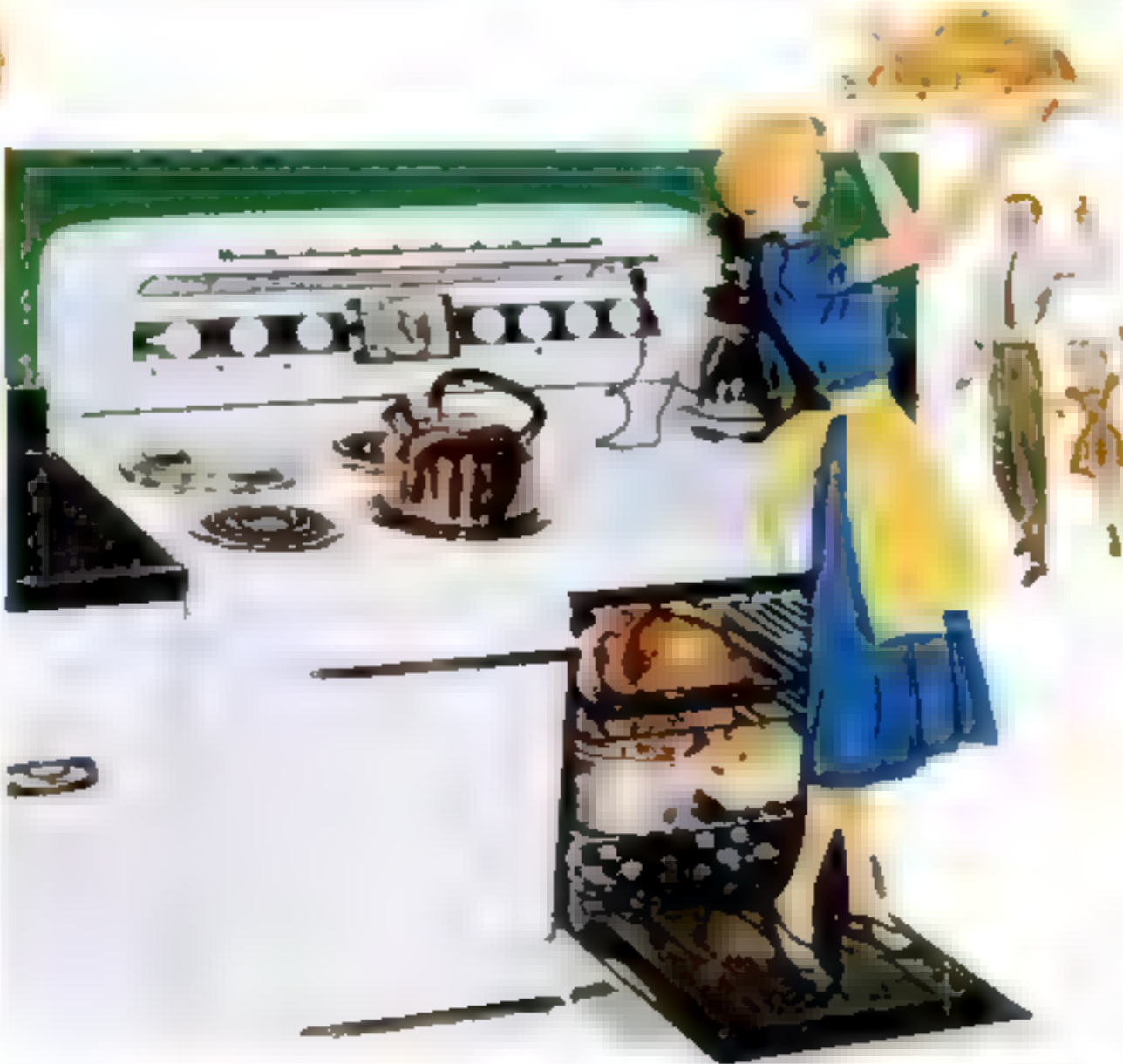
11 to 12 cubic feet of cold space in the floor space of pre-war "6's"! Another first from Kelvinator, pioneer in refrigeration advancements since 1914. Worlds of extra cold space—new beauty, new convenience and new food-keeping usefulness—at a price that gives you more for your dollars than ever before!

You get a giant, 50-lb., across-the-top Frozen Food Chest . . . Kelvinator's wonderful "Cold-Mist" Freshener . . . new bushel-plus cold Super Crisper Drawer! You get cold clear to the floor! See the full line of new Kelvinators at your Kelvinator dealer's. His name is in your classified phone book.



4 New Kelvinator Freezers—

Let it rain! Let it storm! Let the sun blaze down! Shop from your Kelvinator "grocery" in the kitchen. Kelvinator freezers give you safe, sure, 4 wall refrigeration—with big storage space in small floor space. Get Kelvinator beauty, with table-top, work-surface lids and locks. Get Kelvinator dependability and economy with the famous Polarsphere cold-making mechanism. Choose from four freezer sizes—6, 9, 12 and 20 cu. ft.—all budget priced for your home



The great new "Automatic Cook" electric range—What a joy! New freedom from oven watching—thanks to Kelvinator's "Automatic Cook"! New top-of-the-range control panel. New, different-colored signal lights for controls. New easier-to-keep-clean beauty. New "Up-Down" unit that's a deep well cooker when down—an extra 7-heat surface cooking element when up. New mammoth size, two-element oven—with big radiant-heat broiler. The new Kelvinator Electric Range is easy to use, speedy to use and cooks your meals to perfection . . . See your Kelvinator dealer for a demonstration!

FREE! Beautiful folders showing complete Kelvinator line. Write: Dept. ML, Kelvinator, Division of Nash-Kelvinator Corp., Detroit 32, Mich.



Look for this emblem, awarded to "5-Star" salesmen of Kelvinator dealers. It assures you the highest standard of courteous, helpful service!

GET MORE . . . *Get Kelvinator* THE OLDEST MAKER OF ELECTRIC REFRIGERATION FOR THE HOME



Englander
AMERICA'S MOST LUXURIOUS MATTRESS

WORKING TOGETHER FOR YOUR SLEEPING COMFORT

GOOD YEAR
THE GREATEST NAME IN RUBBER



All the proof you need. Just press down on Airfoam. Feel how it molds itself to your hand, responds with a gentle, buoyant "uplift." Now remove your hand and see this airy substance bounce back to shape. Airfoam keeps that resiliency for life. Never packs. Never hardens. Isn't Airfoam just what you've been waiting for?



No other foundation looks like this inside. Joined only through the middle by flexible steel hands, each spring in the upper half is free to adjust individually to your every move. The lower part acts as a unit, resists your weight and supports your body in the healthful manner doctors recommend.

Only Englander

*TM The Englander Company, Inc.

Lie down and Live!

ON AN

Airfoam[®]

MATTRESS

at a new low price...with a 20-year guarantee!

Now you can get
an Englander Mattress
of Goodyear's Airfoam for

~~\$59⁷⁵~~

Such highflown luxury at such a down-to-earth price is possible only because Englander and Goodyear put their heads together to bring you an *Airfoam* mattress for no more than a good innerspring mattress costs. On Airfoam you actually sleep on air. Millions of tiny air cells suspend you, cradle you, give you a floaty feeling that's next door to paradise. It really is "the new sleep."

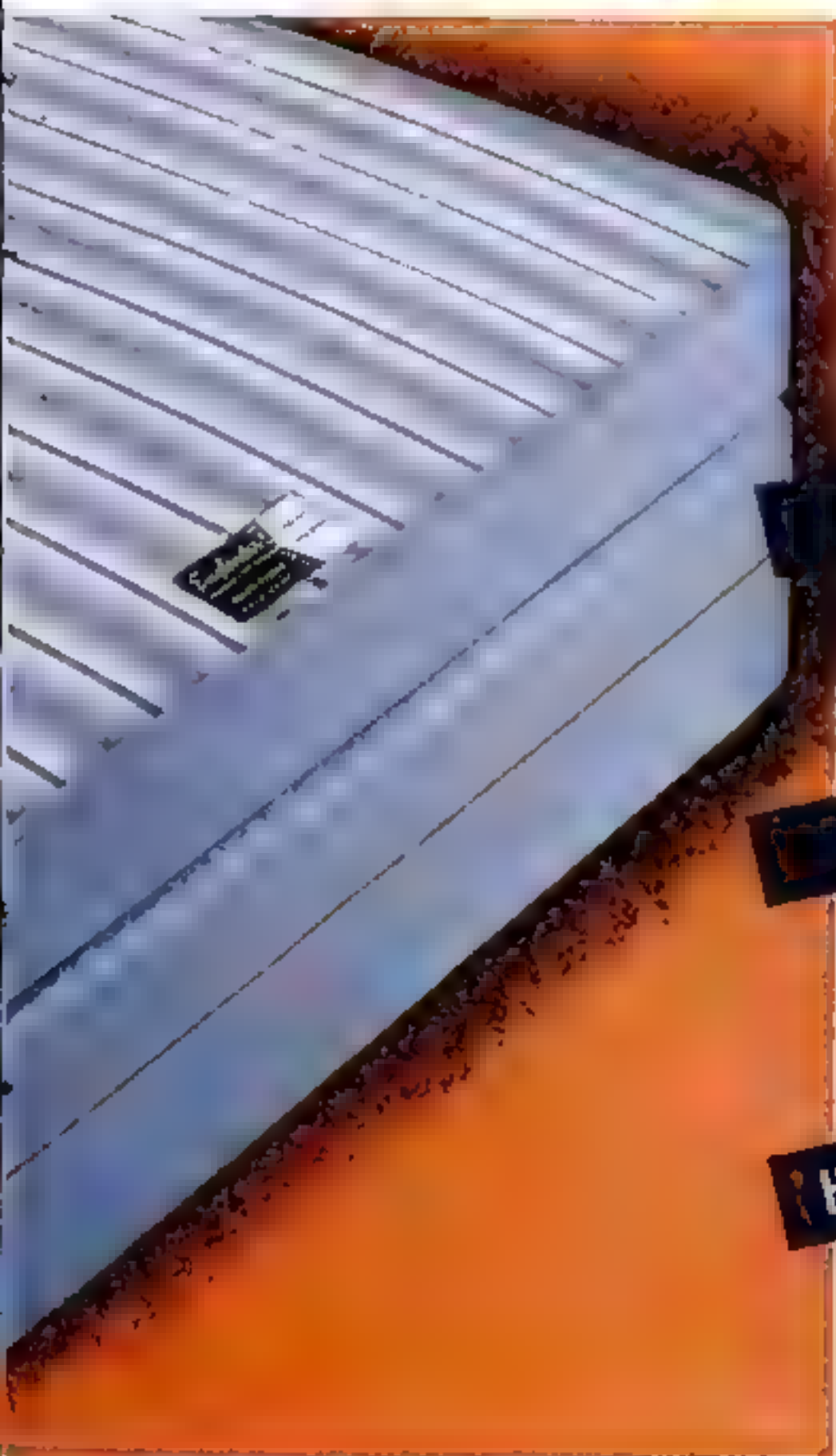
When used with Englander's special Red-Line^{*} Foundation, whole unit guaranteed for 20 years

An ordinary box spring just isn't good enough for an Airfoam mattress. The last word in sleeping comfort calls for a *special* foundation. Englander engineers have designed just such a support—the Englander Red-Line Foundation. So scientifically matched are they that we guarantee them for 20 years against any defects in material or workmanship when used together.

Both for the price
of a conventional
mattress and box spring—

~~\$119⁵⁰~~

Other Englander Red-Line mattresses and box springs (both twin and full size) from \$39.75 to \$79.75.



Also available in wood rose stripe

makes an *Airfoam* Mattress

*TM The Goodyear Tire & Rubber Company



MOLLY CHARMS THE CLAN



Product of General Foods

RECIPE

for IRISH CORN

- 1 box Birds Eye Golden Sweet Corn, partially thawed
- 3 tablespoons butter
- 1 tablespoon chopped onion
- 2 teaspoons flour
- $\frac{3}{4}$ cup light cream or rich milk
- 1 tablespoon chopped pimento
- 1 tablespoon chopped parsley
- $\frac{1}{4}$ teaspoon salt
- Dash of pepper

brimming with the JUST-PICKED FLAVOR that tells you it's **BIRDS EYE CORN!**

Place the Birds Eye Corn in saucepan (note how perfect each tender kernel is), add butter and onion. Cover and heat until corn is completely thawed. Remove cover and sauté about 5 minutes, stirring occasionally. Sprinkle flour over corn and blend quickly. Add cream or milk gradually, stirring constantly. Continue cooking over low heat until sauce is thickened—about 5 minutes. Add pimento, parsley and seasonings. Makes 1 or 4 servings.

SERVE IRISH CORN WITH BIRDS-EYE OCEAN PERCH. A SWEET COMBINATION AND REACHES FOR DESSERT!



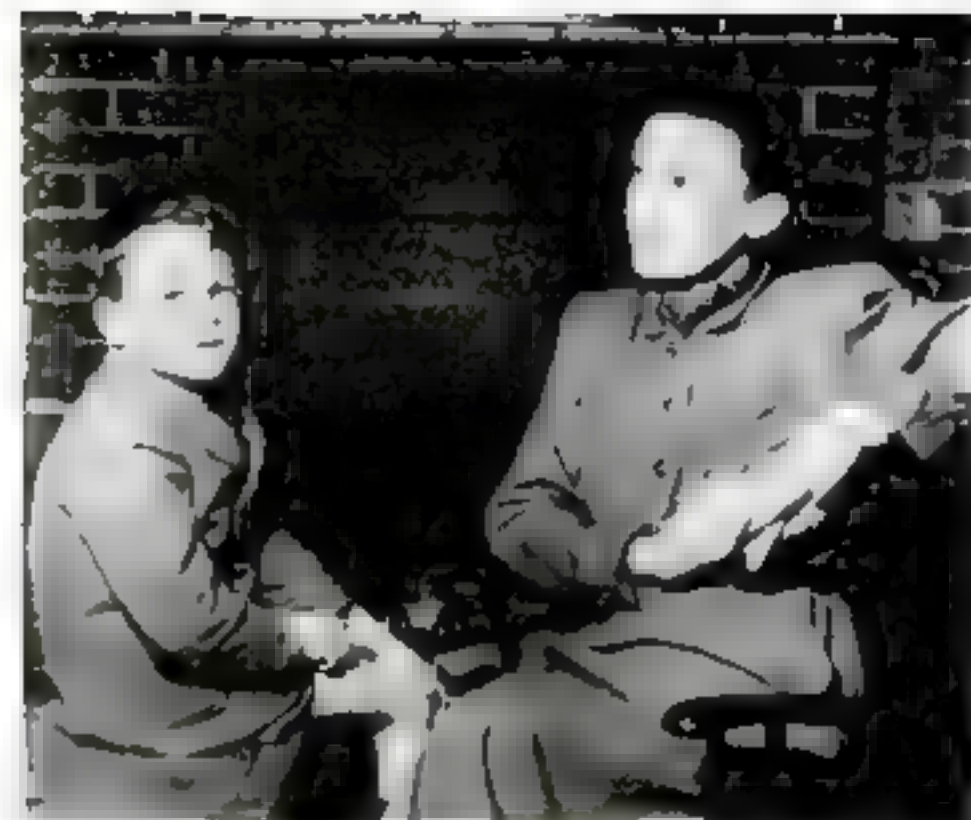
BIRDS EYE—bound to be better!

General Foods Corp.



MOVIE MRS. KEITH (Claudette Colbert) hugs her husband (Patric Knowles) ecstatically as he comes hob-

bling out of captivity to be reunited with her and their 5-year-old son when war's end throws open prison gates.



REAL-LIFE MRS. KEITH came with son George to visit the U.S. after war. They are now back on Borneo.

MOVIE OF THE WEEK:

Three Came Home

FILM TELLS A GRIM, TRUE TALE OF LIFE IN A JAPANESE PRISON

The misery and horror that war inflicts on its innocent bystanders is the theme of 20th Century-Fox's new movie, *Three Came Home*. Chief sufferer in this case is Claudette Colbert, playing the part of Mrs. Agnes Keith, American-born wife of a British official in Borneo who spends 44 months under Japanese occupation. She is slapped, kicked, knocked down, spat upon; suffers a miscarriage, starvation, malaria; she is separated from her husband for three whole years, is assaulted by a Japanese guard, watches her little boy wasting away with malaria. Only miracles of good luck and of human fortitude keep her family alive so that it can meet again for a joyful reunion (*left*) after the Japanese surrender.

Lurid and melodramatic as it sounds, *Three Came Home* is only a factual rendition of a factual book, Mrs. Keith's best-seller of three years ago. The author helped the movie technicians get their background shots and information in Borneo. Ten thousand dollars' worth of tropical flora was imported to give the last touch of authenticity to the Borneo villages, prison camps and rubber plantations which sprouted on the Fox lot in Hollywood.

Director Jean Negulesco tried to emphasize the same note of reality in the action of the film. Claudette Colbert, after years of fluffy comedy parts, turns in an excellent dramatic performance and keeps herself looking unglamorous, in the tradition started a couple of years ago by Negulesco's *Johnny Belinda*. Hit of the film is the moving performance of the oldtime movie villain, Sessue Hayakawa (p. 64). If, despite all their efforts, the movie seems a little disjointed, it is probably because it comes so uncomfortably close to reality.

"Soaping" dulls hair— Halo glorifies it!



Not a soap,
not a cream—
Halo cannot leave
dulling, dirt-catching
soap film!



Gives fragrant
"soft-water" lather
—needs no
special rinse!

Removes
embarrassing
dandruff from both
hair and scalp!



Yes, "soaping" your hair with
even finest liquid or oily cream
shampoos leaves dulling,
dirt-catching film. Halo, made
with a new patented ingredient,
contains no soap, no sticky oils.

Thus Halo glorifies your hair
the very first time you use it.

Ask for Halo—America's
favorite shampoo—at any drug
or cosmetic counter!



Halo reveals the hidden beauty of your hair!

"Three Came Home" CONTINUED



PLATE OF GARBAGE stolen from outside Japanese officers' mess is eaten by Mrs. Keith and her good-humored fellow prisoner Betty (Florence Desmond).



SMILE ACROSS A DITCH accompanies a last touching of hands between husbands and wives before women are moved off to an unknown destination.



BLOWS AT HEADQUARTERS are dealt out by a Japanese soldier when Mrs. Keith refuses to sign "confession" that she made advances to a guard.

CONTINUED ON PAGE 64



From the top of his head to his tiny toes baby's thinner skin needs protective care

HIS TENDER SKIN NEEDS YOUR CONSTANT CARE



You're careful to wash in the creases and skin folds of his little arms and legs. Even the tiniest bit of lint or accumulated moisture might irritate that tender skin. His baby skin is so much thinner than yours—skin studies show that it would chafe more quickly, be injured sooner. He needs your wise care to keep him happy and comfortable.



You change him often to keep that tender skin dry and comfortable. Also important to baby's daily comfort is a soft, fine bathroom tissue—one with three "tender skin" qualities. Old linen softness you're sure doesn't chafe. Really high absorbency for immaculate cleansing. Exactly the right strength to guard against tearing or shredding.



More mothers every day are finding this ideal combination of "tender skin" qualities in Scot-Tissue. ScotTissue's gentle touch is truly "soft as old linen" on baby's thinner skin. Up to 6 months try lining his diaper with 20 or more sheets of fluffed-up ScotTissue. Just flush away the soiled tissue. Convenient for you, and comfortable for baby, too.

Trade Mark "ScotTissue," "Soft as Old Linen" Reg. U. S. Pat. Off.

ScotTissue is Soft as old Linen

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SEAT HAS NO SEAMS—making GIVVIES absolutely anti-squirm! Sanforized. Choose full Boxers, Gripper Boxers or side elastic styles in many colorfast striped patterns, solid colors or white. At fine stores everywhere.



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SLEEVELESS UNDERSHIRT.....65c to \$1

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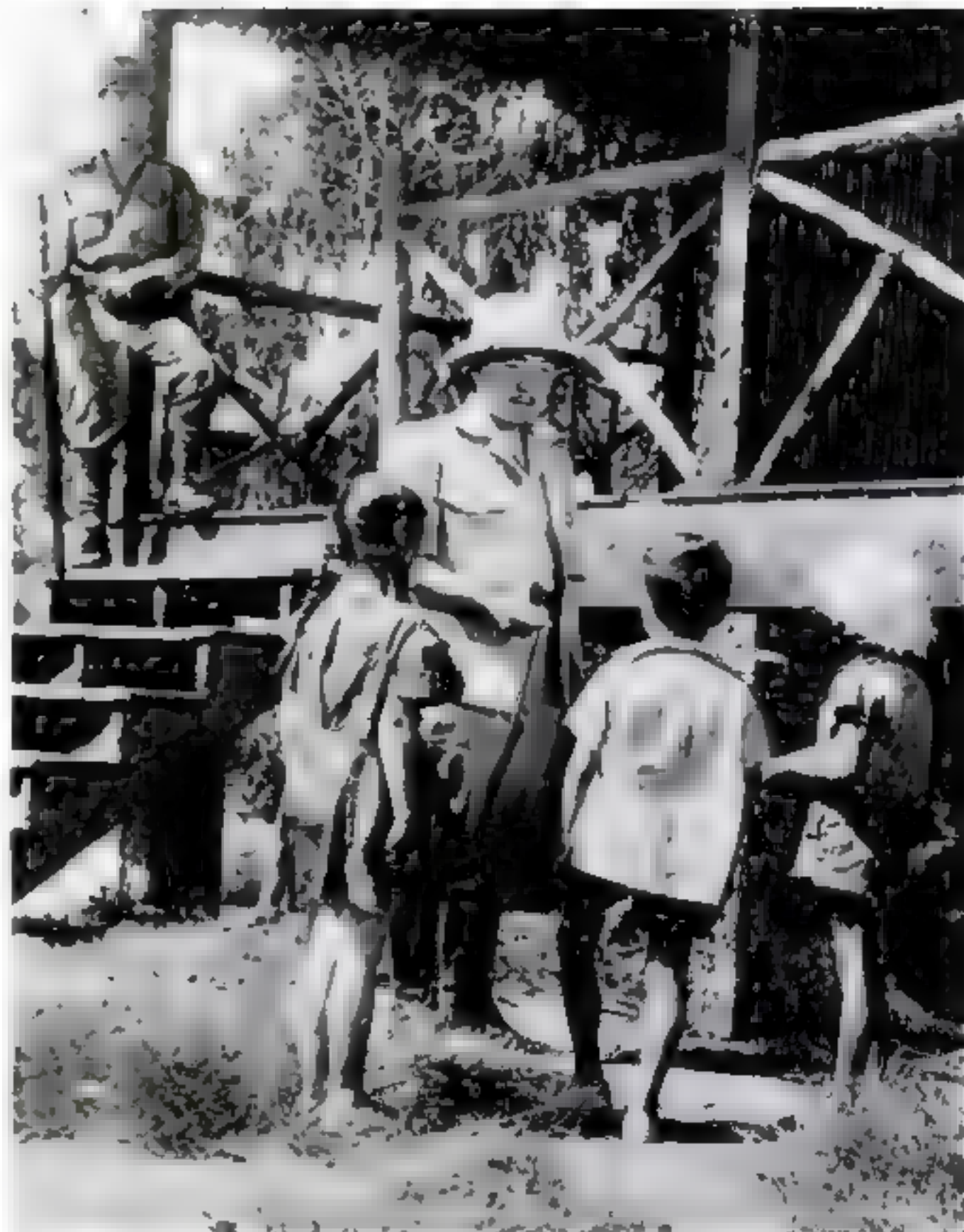


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"Three Came Home" CONTINUED



MOVIE COLONEL SUGA, who has lost his wife and children at Hiroshima, finds three prisoners' children searching for refuge, offers them decent food.

EX-VILLAIN PLAYS KIND JAILER

Most of the film's Japanese are played by Nisei veterans of the U.S. Army in the heavy-handed style of silent-movie villains. But a genuine silent-movie villain, Sessue Hayakawa, gives a fine performance as Colonel Suga, the American-educated commandant who tries to keep alive some human decency in an atmosphere of brutality. The movie gives a more favorable impression of Suga than the book does. Author Keith feels gratitude toward Suga for having been always kind to the children ("They all liked him," she says) and having, she believes, saved her husband from execution. She pities him for the way his life ended. He lost his whole family at Hiroshima and, a little later, cut his throat in an Allied prison cell. But she remembers the hatred she bore him as the man in charge of a degrading system of torture and starvation. She remembers that when the news of his death reached the survivors of the camp he had commanded, one of them said, "Only half an hour to bleed to death? Not half long enough for him to suffer."



REAL-LIFE COLONEL SUGA posed smilingly for picture with his captors at Kuching camp in September 1945. He committed suicide a few days later.

Only **Duff's White Cake Mix** Can Make a Prize Cake Like This!



FOR MARVELOUS DEVIL'S
FOOD with glorious chocolate
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Your Dream of a White Cake—
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Please send me _____ of the lovely "Waverly" design cake and salad forks. I enclose 25¢ (in coin) and one box top from a Duff's Cake Mix for each fork.

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CAKE AND SALAD FORKS

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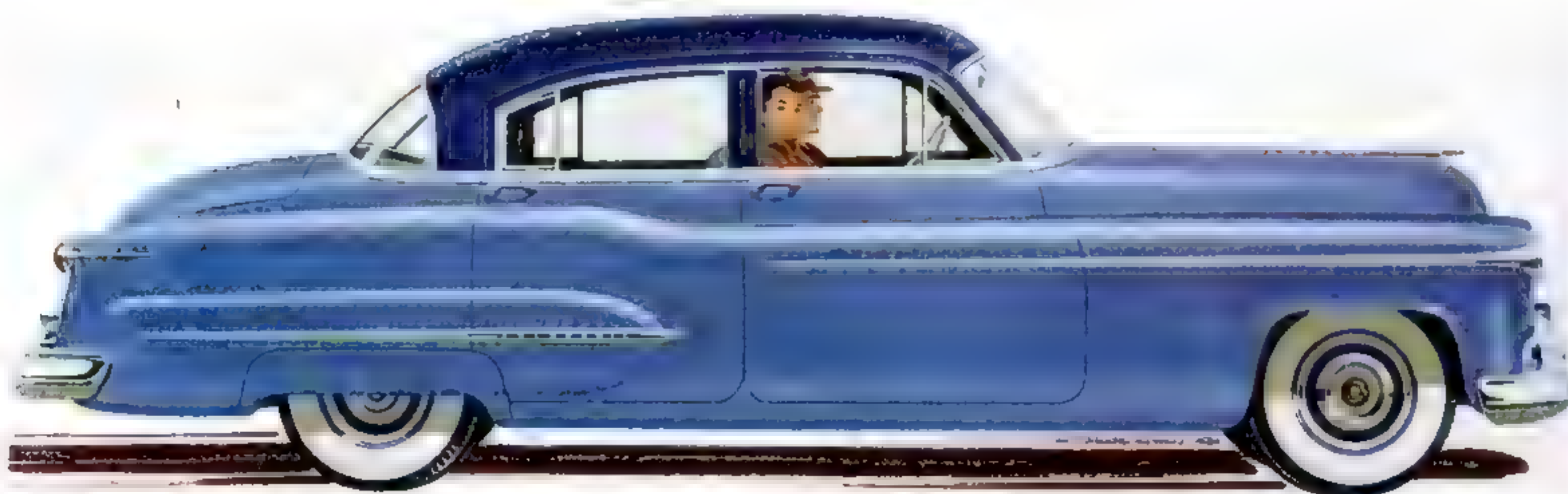


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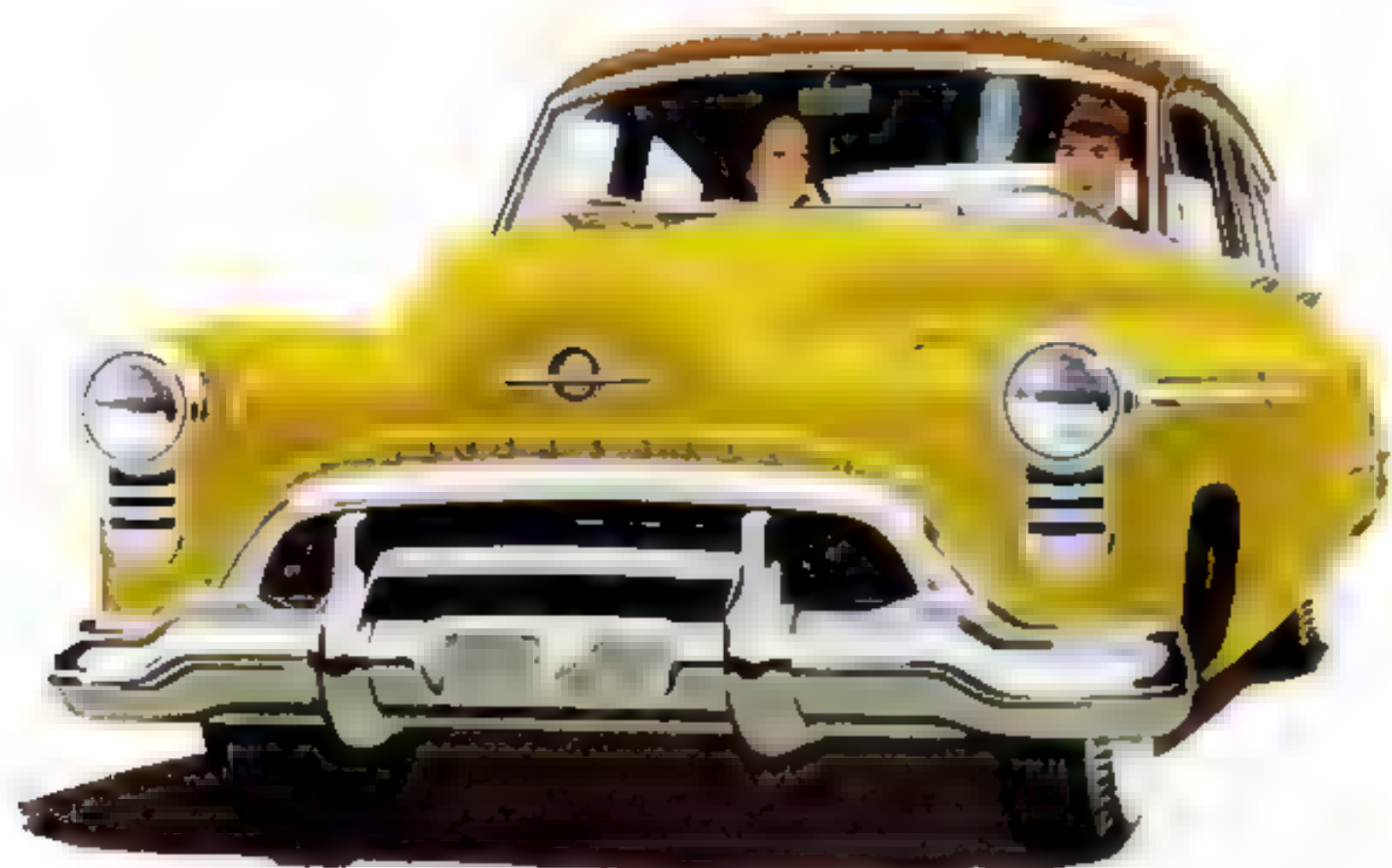
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(Cars illustrated) New "Rocket" Engine
"98" 4-Door Sedan. New Whirlaway
Hydra-Matic Drive optional at extra cost.

Drive the car that makes distance an exciting adventure!

Drive an Oldsmobile—the only car with the smoothest "power package" ever built—the "Rocket" Engine and new Whirlaway Hydra-Matic Drive!

Drive the car with superb new sweep and flow in its styling—glamor in the finest Futuramic manner!

Command the car that wings you to your destination with brilliant, obedient response—"Rocket" Engine response!

Thrill to the car that delivers "Rocket" Engine power with incomparable smoothness—Whirlaway Hydra-Matic smoothness!

Discover the dramatic new experience of "Rocket" Engine teamwork with Whirlaway Hydra-Matic . . . soon.

*Drive the "Rocket" and Whirlaway—
in a new Futuramic **OLDSMOBILE!***

OLDSMOBILE OFFERS TWO BRILLIANT "ROCKET" ENGINE CARS FOR 1950: THE GLAMOROUS NEW "98" PLUS THE FLASHING NEW "88," NOW AT REDUCED PRICES.



WHILE DEFENDERS BRACE THEMSELVES BEFORE FLAG, WHITE-SHIRTED ATTACKERS SLUG AND CLAW THEIR WAY UP THE FINAL BARRIER THROUGH ANKLE-DEEP MUD

MAYHEM IN THE MUD

THE ARMY "PLAYS" A GAME CALLED BATTLEDOWN

In 1943 an Army major named Frank Miles, remembering the childhood game of "capture the flag," invented an adult version which he called "battledown." Designed to toughen recruits and provide training in tactics and leadership, battledown had more in common with Rastogne than with any boys' game. Last fall, when he was stationed at Camp Hood, Texas, Major Miles introduced his game there. Recently eight battalion teams from the 2nd Armored Division squared off in the mud for a battledown tournament. The 35 members of each team, wearing boxing gloves, attacked from opposite ends of a field obstructed by hummocks and muddy pits. Almost any type of assault was permitted, the objective being to down the opponents' flag. The game is not especially popular with the men, who call it "murder pits." The Camp Hood tourney resulted in no fatalities, but it produced 11 minor casualties and some of the muddiest Americans since Guadalcanal.



THE TEAMS ATTACK as battledown begins. Attackers must cross center hummock between white-helmeted referees. Each team leaves several men behind to defend flags.

"RC makes you feel like **NEW!**"

says
MONA FREEMAN
co-starring in "DEAR WIFE"
a Paramount Picture

"What refreshment! What a lift! Cool, sparkling, RC really picks me up... makes me feel like NEW!"

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Battledown CONTINUED



IN THE CLEAR attacker slogs through mud toward enemy goal. Despite big talk about tactics, game usually breaks down into hand-to-hand ruckus.



MUD-BEGRIMED MEN struggle in mid-field. The players may wrestle, push or slug each other but are not supposed to kick or use knees and elbows.



A FALLEN ENEMY is held down by contestant who somehow has managed to keep his cap on. Downed player is allowed to get up and continue, if he can.

CONTINUED ON PAGE 72

A Joy to have around

HOOVER

MODEL 115

Handiest Cleaner
in America...

49⁹⁵
only

Prices slightly higher
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and your old cleaner

Lady, what a cleaner! Big enough for tough jobs, light enough for quick ones, handy enough to store in "pint-size" space. Model 115 features Hoover's exclusive Triple Action—it beats, as it sweeps, as it cleans—gets the deep-down dirt and keeps colors fresh.

ONLY \$5.00 DOWN and easy monthly payments. (Cleaning tools available at slight extra cost.) Hoover Cleaners (three great Triple-Action Cleaners and the new Hoover AERO-DYNE Tank Cleaner) are sold only by established local retail merchants. Look in your classified phone book for the name of your nearest Hoover dealer, and call him now for a home showing of this great Hoover value. No obligation, of course.

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*It beats...
as it sweeps...
as it cleans*

*You'll be happier
with a Hoover*



WINTHROP'S *Cheyenne*

FOR SQUARE DANCIN'



OR



DUDE RANCHIN'

Podner, add the finishin' touch to your Western outfit with Winthrop's Cheyenne. It's as spectacular as a rodeo, as easy-ridin' as a well-broken bronc ... thanks to its special free-flex insole. See your

Winthrop dealer today—stake your claim to a pair of Winthrop Cheyennes in rich brown or mellow Palomino tan.



\$10⁹⁵

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\$8⁹⁵ to \$15⁹⁵

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Battledown CONTINUED



MEDICS RESCUE a battledown casualty. Although several men required first aid before tournament was over, the worst injury was severe ankle sprain.



WINNING CAPTAIN, Pfc. Carroll Alston, holds his 508th Battalion flag.



RUNNER-UP, Pvt. Steve Dejowski, holds flag captured in the semifinals.



AT TOURNEY'S END defenders of 508th Battalion goal wave jubilantly as teammates tear down flag of Pvt. Dejowski's Armored Infantry Battalion.

The thrill of Roses, spiced with excitement
... speaking of love

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EARLY AMERICAN
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Easter "Original"— the Sole that Flatters Every Style Shoe!

Choose **NEOLITE** for the height of comfort in the height of style!

THIS Easter, **NEOLITE** steps into the fashion parade with 30,000,000 people who have discovered the first truly *perfect* sole for *all* types of shoes. *Won't you join them?*

There's a *thrill* in store for you and your feet . . .

The thrill of perfect styling accented by *new* bottom interest . . . *new* daintiness at the instep . . . *new* light-footed comfort . . . *new* damp-proof elegance, rain or shine.

The thrill of solid comfort from the very first step. No breaking-in for the breadwinner's busy feet!

The thrill of children's shoes that practically refuse to wear out . . . actually outlast fine leather soles over 2 to 1.

So get the "original"—the unduplicated—*genuine* **NEOLITE** Soles for the whole family. There may be imitations, but there can be no true copies. Look for the name plainly marked on the shank—**NEOLITE**!

**ON NEW SHOES AND RE-SOLES
AT THE BETTER DEALERS!**



Light in weight—
form a firm platform



Damp-proof, accent
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Beautiful edge
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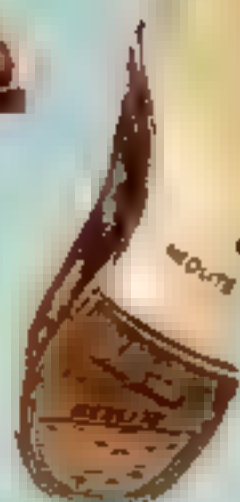
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Make any shoe a better shoe!



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The name is
plainly marked
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"I was curious..."



I tasted it...



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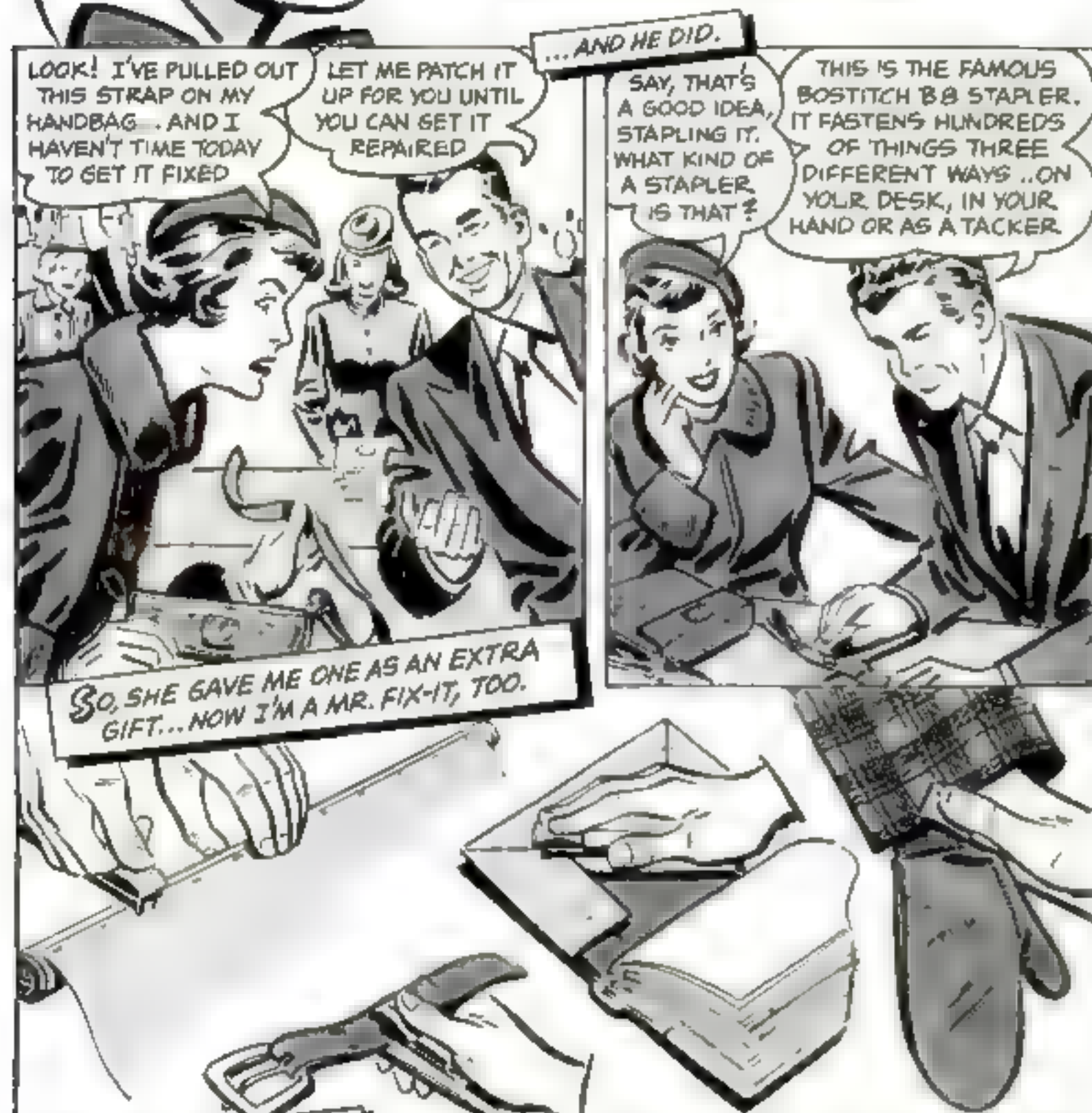


SHIELDED BY A PARASOL FROM THE TROPICAL SUN, BUCKALEW STROLLS IN A TEMPLE GARDEN WITH "MAJJHIMA NIKAYA," A BOOK OF BUDDHA'S DISCOURSES

BUDDHIST FROM BROOKLYN

A young American changes his name from Buckalew to Jinaloka and is ordained in an Eastern faith

In Ceylon one day this winter, at the Buddhist seat of higher learning called Vidyalandara Pirivena, Charles Randolph Buckalew Jr., 21, of East Flatbush, Brooklyn was renamed Jinaloka (Light of Buddha) and was made a Buddhist priest. His head was carefully shaved, and he was given a new set of worldly belongings: a begging bowl, a razor, three long yellow robes and a needle and thread. With his conversion Buckalew resolved a problem that had been bothering him since his days in P. S. 115. It was hard, he felt, to reconcile Christianity with science or the morality of the times. He believes that Buddhism, with its disregard for the material things of life, will bring him peace of mind.



HUNDREDS OF TIME-SAVING, COST-CUTTING USES ON YOUR DESK, IN YOUR HAND OR AS A TACKER. FOR SPECIAL USES IN OFFICE, STORE AND SHOP, SEE THE COMPLETE B-LINE OF BOSTITCH STAPLERS AND STAPLES AT YOUR STATIONERY SUPPLIER'S TODAY.

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AND FASTER
fastens it better, with wire

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BOSTITCH B-B STAPLER
\$2.45
COMPLETE WITH 1000 STAPLES*
*PRICES SLIGHTLY HIGHER IN WEST AND CANADA.

Brooklyn Buddhist CONTINUED



CUTTING A LOCK from Buckalew's head, the high priest begins the ordination ceremony at a moment determined in advance as the most auspicious.



DAY'S ONLY MEAL, which consists of rice, vegetables, fruit and sometimes meat, is served to the priests at 11:30 every morning. Most Buddhist priests go



TAKING A BATH, Jinaloka (left) wears a bath skirt, dips water from a large stone tank and pours it over himself. Priests usually bathe before daily meal.



SHAVING THE HEAD, a temple priest proceeds with ordination ceremony. Buckalew must keep head shaved. He was given lock of his hair as souvenir.



out at dawn and beg food to fill their bowls for this meal, but students like Buckalew do not have to. Buckalew, now named Jinaloka, is third from left.



AT EVENING PRAYER Jinaloka (right) sits with his fellow priests. His daily life as a priest consists almost entirely of prayer, study and discussion.

CONTINUED ON NEXT PAGE

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UNDER
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*Easy to see...
Easy to set!*

HOT in 30 seconds

HEATS QUICKER, STAYS HOTTER, IRONS FASTER

Until you've used Sunbeam Ironmaster, you've no idea how much faster and easier ironing can be. No waiting for it to heat up—it's ready to go in a split minute, and always delivers the *correct*, steady heat for whatever fabric you're ironing. That's why you finish quicker, feeling fresher with a Sunbeam on the job.



SAFE
steady
Low heat
that will
not scorch
the finest
lingerie.

SUNBEAM HAS the Thumb-tip Heat Control Dial up in the handle, where it is always cool and convenient. Easy-to-see. Easy-to-set. A finger-touch sets it for the correct, safe heat you want.

SUNBEAM HAS the Quick, Steady Heat made possible by Double-Automatic Heat Control, an exclusive Sunbeam invention. Heats faster—but never overheats. Reaches safe Low Heat for rayons in 30 seconds, quick High Heat for heavy, damp linens in 2½ minutes.

QUICK
steady High
heat for
your heavy,
dampened
linens.



IN ADDITION, IT HAS the air-cooled, wrist-resting handle... larger ironing surface... permanently attached cord set... new streamlined beauty. Now available in two weights: the 4 lb. Ironmaster with the famous Hard Steel Chrome-plated sole plate, and the 2½ lb. Ironmaster with the aluminum alloy sole plate for lighter weight.

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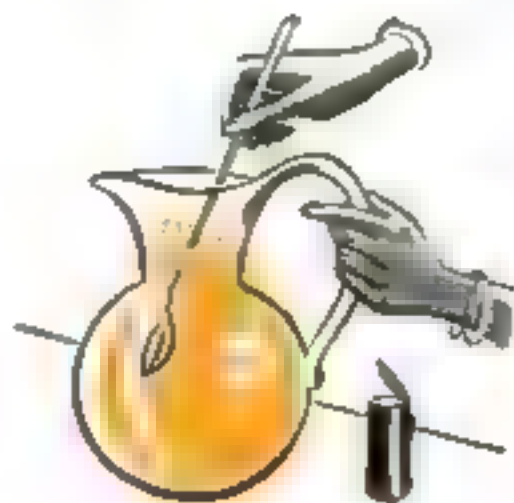


FLORIDA FRESH-FROZEN CONCENTRATED ORANGE JUICE

It's nothing less than an orange juice miracle! From a tiny can, you make a whole pitcherful of the most delicious orange juice you ever tasted. And you do it all without any squeezing or straining or *anything*... in less than 60 ticks of the clock!

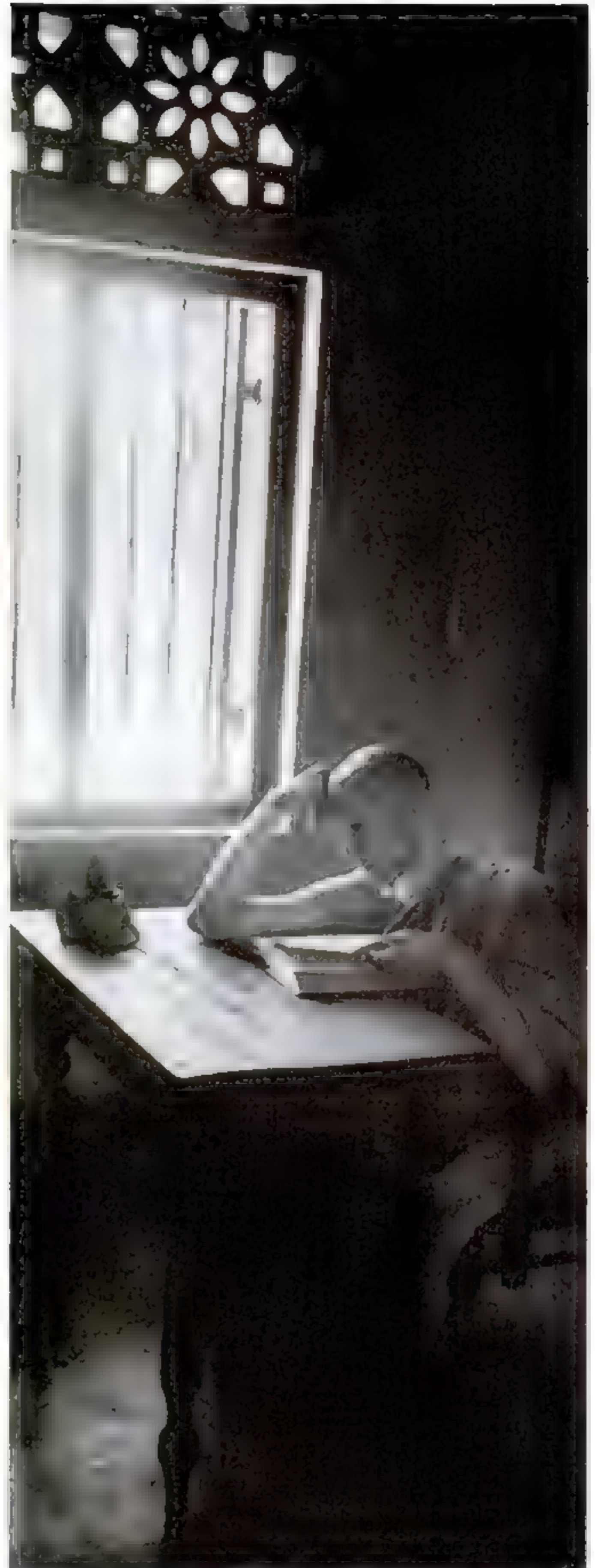
All the fresh-fruit taste, all the nourishing food values of oranges just picked from the tree. You'll be delighted. Delighted with the marvelous fresh taste—the convenience—the economy. Ask for it at any frozen food counter—*today!*

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1½ PINTS
OF FULL-STRENGTH JUICE
prepared quick as a wink!

Just add 3 cans of cold water. Stir vigorously. Your delicious juice is ready to drink!



STUDYING IN HIS ROOM, Jinaloka learns Singhalese, the language of Ceylon, and Pali, the language of much Buddhist writing and scripture. Before his ordination he studied for two years in India and Ceylon, and after about four more years of this work he plans to return to the U.S. to try to interest young people in the things he has learned in the East. The son of a bank receptionist, Jinaloka started to read of Buddhism when he was 10 years old. In his studies now he is concentrating on Buddha's "Middle Discourses" and on the Visuddhi Magga (The Path of Purity), a manuscript written on olla leaves.



SYNTILLA
Wonderful suit
shoe, twice-
strapped for
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RINSETTA
Ankle-slimming
strap and
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heel.



TINSLEY
Pert square toe
plus smart
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this Spring



WALK IN BEAUTY...WALK IN COMFORT...



BOUETTE
Double-strapped
sandal with softly
draped vamp.

Vitality
shoes

LASTING QUALITY
in Every Seen and Unseen Detail

Complete Range of Sizes and Widths



DELSIE
D'orsay pump
with dainty,
feminine bow.

Compliments for their good looks, their beautiful styling . . . comfort every time you slip into their supple, smooth-fitting insides—that's what Vitality Shoes mean in your life! From the beautiful materials so carefully selected . . . to the unexcelled craftsmanship that goes into each

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Vitality More-for Your-Money Shoes \$10⁹⁵ \$11⁹⁵ \$12⁹⁵
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GWENELLA
Go-everywhere
pump with new
perforated vamp.



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Versatile pump
with new
off-side vamp.



GLEAM
Wonderful opera
pump, fully elasti-
cized for comfort.

VITALITY SHOE COMPANY, Division of International Shoe Company, ST. LOUIS 3, MO.



MOONLIGHT, by Hedda Sterne, is a poetic, luminous abstraction suggesting the majestic contours of an ancient coliseum and the towering, silhouetted mass of a skyscraper in a lonely city. Miss Sterne cannot interpret her picture, which she began with no concrete idea in mind. "A painting just happens," she says.



FLYING HARROWS, by Franklin Boggs, portrays an enraged bull tossing a red spring-tooth harrow in the air. Boggs has used sharply contrasting colors and angular forms to dramatize bull's fury.

19 Young Americans

LIFE presents a selection from the country's best artists under 36

Every year in the U.S. thousands of young and untried painters set out to make their reputations in the world of art. Most of them get lost in the ensuing shuffle of contests and exhibitions. Some rise to brief fame with flimsy but spectacular styles devised to shock the public into taking notice of them. Others develop into bright, facile young imitators of older, established artists. Only a few have the patience and the curiosity to attempt to evolve distinctive and honest styles of their own. In this even fewer ever succeed.

For years before the war American artists of all ages were dominated and eclipsed by a group of brilliant and versatile Europeans, the founders of the modern movement (LIFE, Dec. 12). But now modern art, as evolved in Paris decades ago, has become an old and conventional form, with the result that not only the U.S. but all of Europe is on the lookout for fresh, vigorous new styles. Moreover the great innovations of the moderns, broadening the entire field of art, have given aspiring young painters a new way of looking at the world and new areas to explore. Today the young American artists have greater opportunities to succeed than those of any generation in this century. What are the young artists making of their great opportu-

nities? To find out, LIFE obtained from the country's museums and art schools the names of 450 artists from 38 states, all under the age of 36, and asked the artists to send in examples of their work. Though still unrecognized by the general public, many of the painters had achieved local success. Some had exhibited at prominent galleries; a few had won awards; others were virtually unknown. From the 450, LIFE selected 19 which it considered representative of the best young painting being done in the country today. They are reproduced here and on the following eight pages. Next week New York's Metropolitan Museum will put the 19 paintings on exhibition along with others from LIFE's collection which the museum considers outstanding.

Seen as a whole, the paintings raise many provocative questions concerning the future of U.S. art. Do they show serious attempts to evolve original and compelling styles—or are they still cluttered with stereotyped mannerisms? Do they have anything worthwhile to say and do they get it across? Do they reflect feelings of hope, or are they harsh expressions of despair? In short, are they the signs of a new flowering of American art? Following the 10 color pages, LIFE shows photographs of the 19 young painters and gives some answers to these questions.

CONTINUED ON NEXT PAGE



RESURRECTION, by Siegfried Reinhardt, shows a desolate scene of ruins as the setting for the miraculous event which has just occurred. At left are Christ's sarcophagus and his shrouds. Reinhardt saw similar ruins when with the Army during the war, used them to symbolize the triumph of the spirit over destruction.

THE ROOM NUMBER FIVE, by Eldzier Cortor, is one of many paintings the artist has done of the Gullah Negroes, the natives of the sea islands off the South Carolina coast. In a frank portrayal, Cortor painted the lithe Gullah woman reflected in the mirror in her bedroom, whose walls are plastered with old papers.

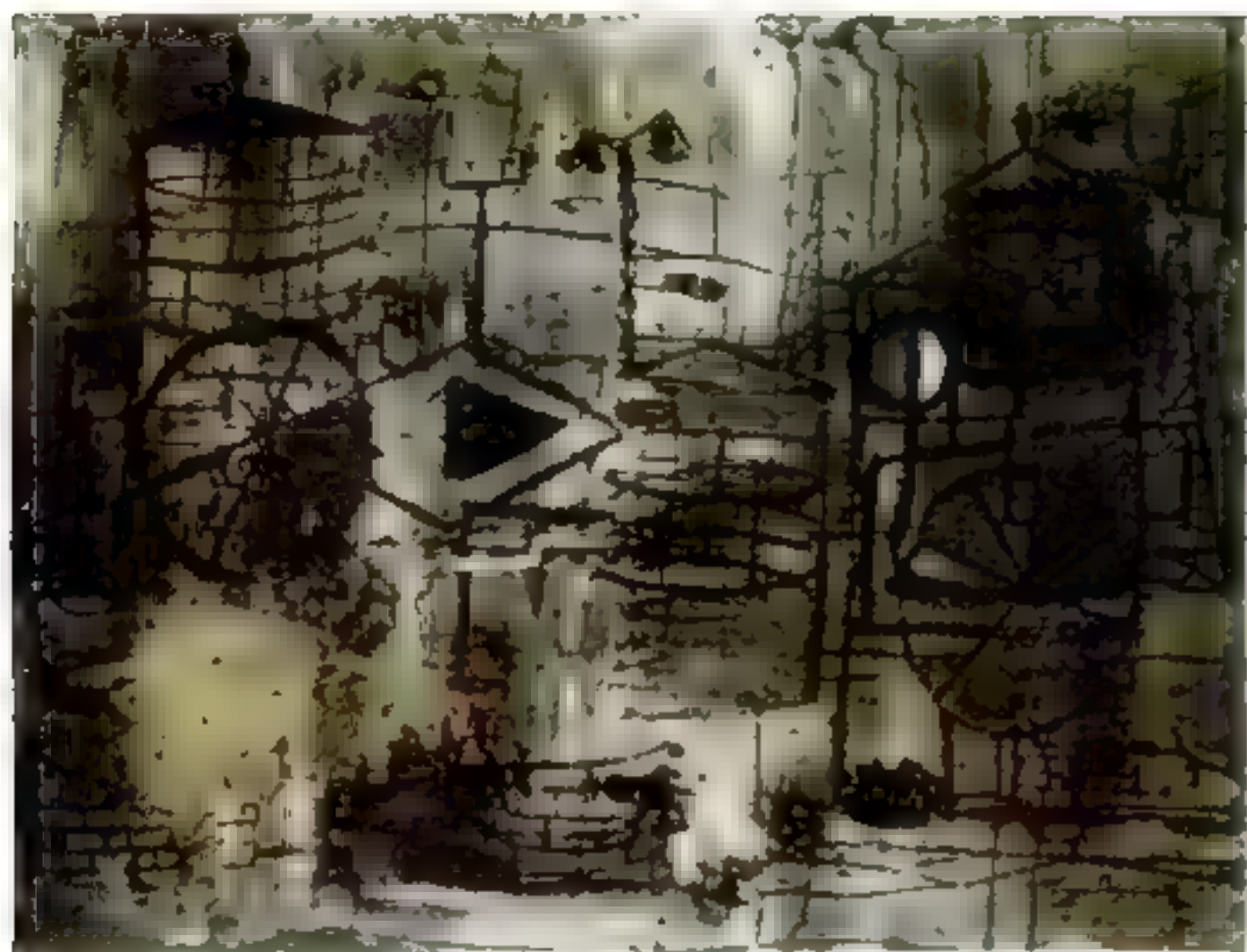
EL CANDY STORE (left), by Joseph Lasker, painted in New York's Puerto Rican district, shows a forlorn and neglected child huddled against a window which is decorated with Halloween masks. Poor children appear in many pictures by Lasker, who is deeply concerned with the tragic effects of the slums on the young.



WRECKED AUTOMOBILES, by Howard Warshaw, portrays a junk heap near Pomona, Calif. Warshaw painted the crunched shapes and dulled colors to suggest a whirl of speed, as though the cars were still roaring down broad California highways. Last autumn this painting won first prize at the Los Angeles County Museum.



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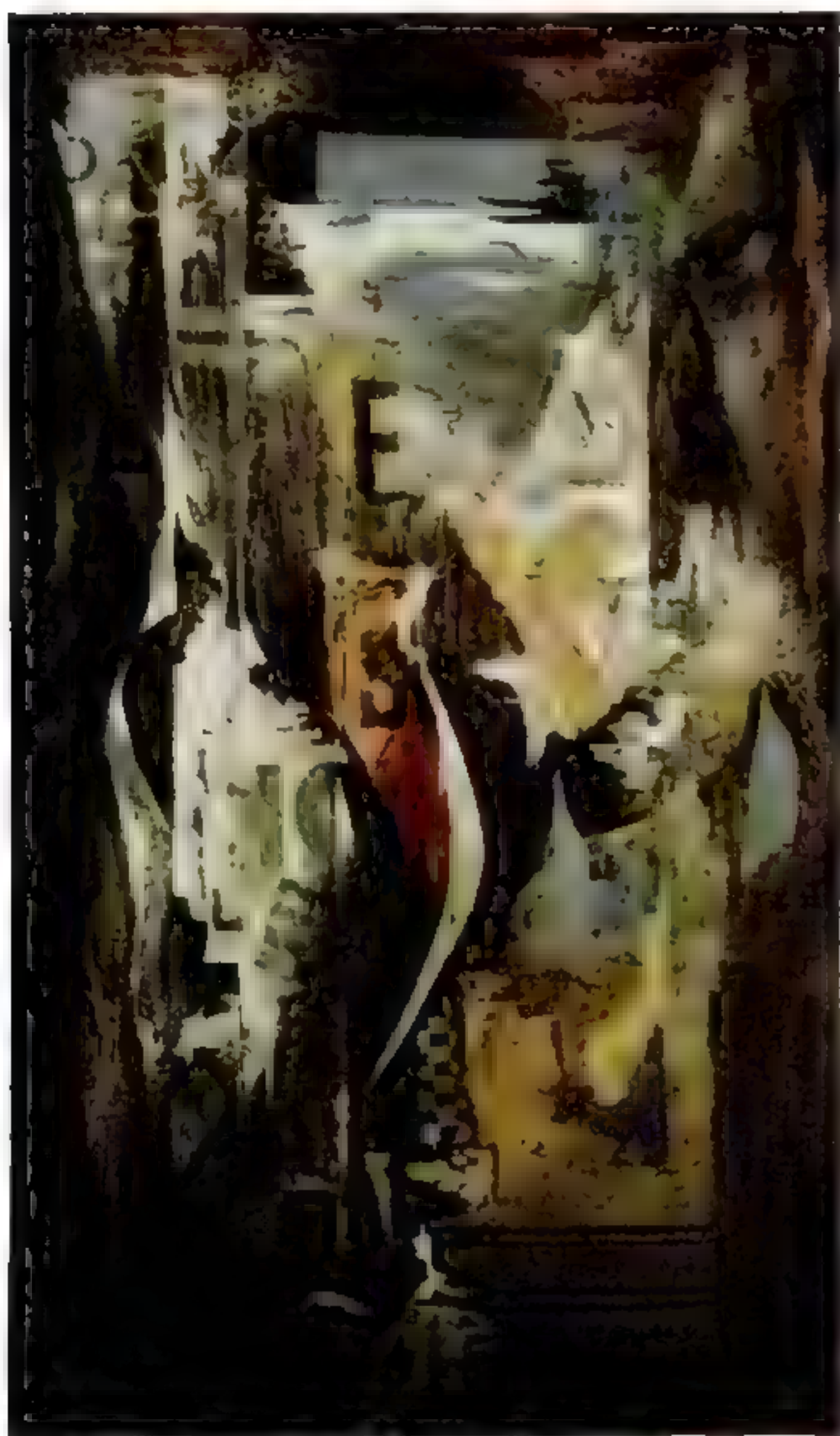
REFINERY, by Kenneth Nack, is an abstract variation of a mural he painted for an oil processor in Chicago. In one composite picture Nack merged many of the elements of an oil field—tanks, stacks, wells, signals and pipelines. By using gray and somber colors he emphasized the gloominess of this smoke-filled scene.



CONDITION IN NEW HAMPSHIRE, by Frank Duncan Jr., was painted in the bright freshness of early summertime. Although done mostly on the spot, Dun-

Abstract approach

In struggling to evolve his own style, the young artist must thread his way through the bewildering welter of influences that have bombarded him from all over the world. The painters whose works are shown on these two pages have, in varying degrees, assimilated the theories of abstraction originated by the Europeans and have turned them to their own purposes. Two of the pictures (the Duncan above and the Durfee at right center) show the use of geometric planes to dramatize the shapes of recognizable things and their relationships to each other. The arrangement of the planes creates unusual illusions of depth and brings such commonplace objects as fishing boats, barns, silos and stone walls into new and striking focus. Two other paintings (the Ellis at lower left and the Stevens at upper right) are adaptations of another aspect of modern art. The artists who did them concentrated on the decorative and textural effects of their subjects, some peeling signs and the graceful curves of a swan in the moonlight. The Nack



FRAGMENTS FROM YESTERDAY, by Dean Ellis, shows weather-beaten posters hanging from the side of a house. After passing the scene every day for months going to his studio in Cleveland, Ellis set to work and sketched it three times, painted it twice, destroyed both paintings, then finished this third version.



ran invented much of the scenery and introduced abstract receding planes which serve to guide the eye of the spectator through the intricacies of his composition.

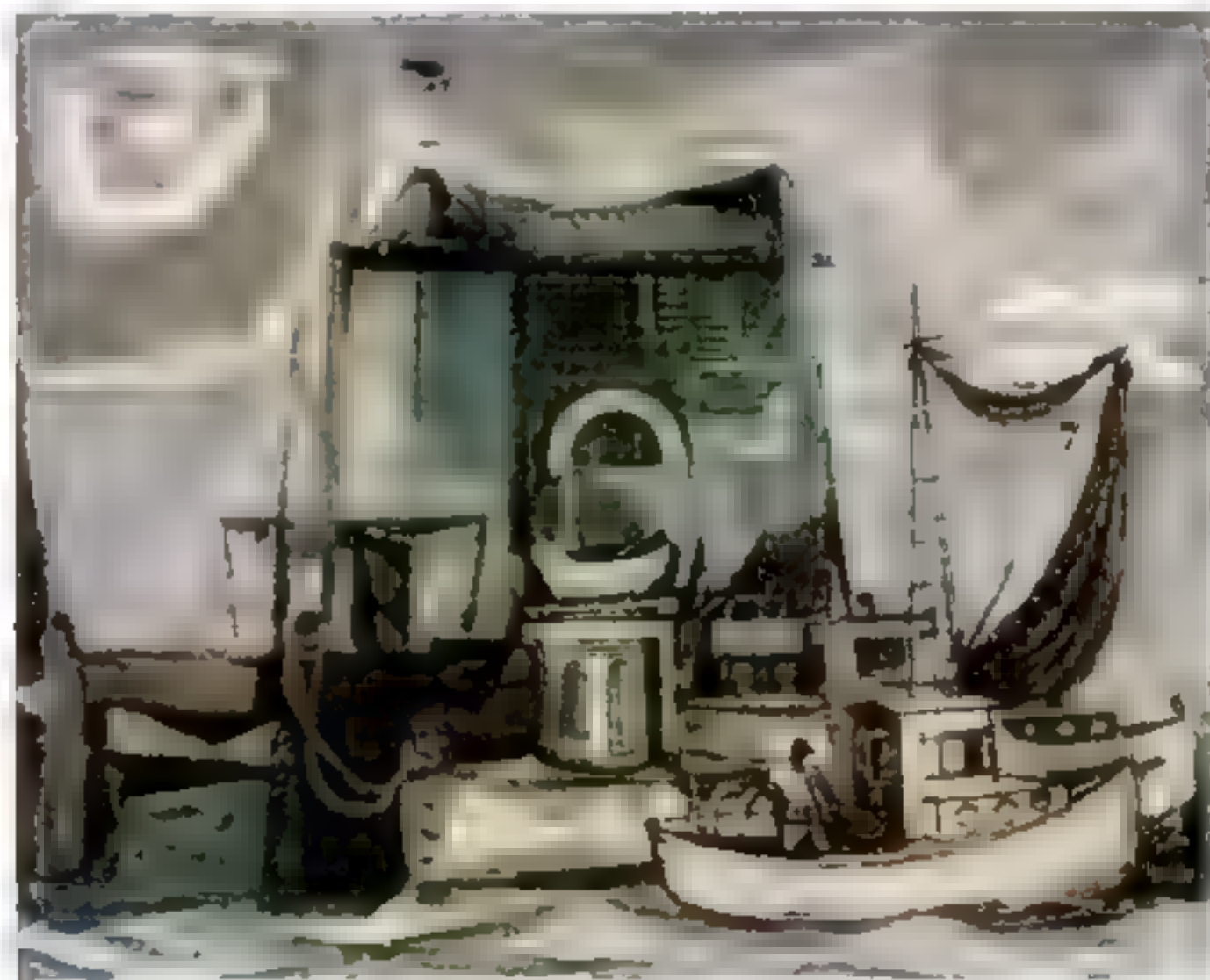
has various uses

painting at the upper left is more abstract. A maze of lines and circles it is primarily a shorthand method of expressing the busy complexities of an oil field. Still another and more extreme form of abstraction is represented in Stamos' highly personal mood piece at the lower right. The artist deliberately excluded recognizable objects so that the eye would not in any way be diverted from the essence of the painting—a mournful spiritual state of mind.

Though these paintings are strong in modern influence, many of them have roots deep in American art of the past. The Ellis painting of posters reveals the same care for detail that William Harnett, in the 1880s, displayed in executing his famous still lifes. Duncan's farm scene has all the luxurious stillness found in the panoramas of the Hudson River artists of the 19th Century, while the fishing boats along the New England coast have for decades been rendered again and again by countless Americans.



THE CHINESE SWAN, by Edward Stevens Jr., was done after the artist returned from Hawaii where he had become fascinated by oriental art. His interest appears in the delicate, mystical character of his picture. He painted a swan because he felt it symbolized the mysterious and enigmatic quality of Chinese culture.



FISHERMEN'S WHARF, by Hazard Durfee, shows New England fishing boats docked at Tiverton, R.I. with their nets hung up to dry. Impressed by the flowing patterns of the nets, Durfee used them to develop abstract designs throughout his picture and even painted the sun draped in a netlike arrangement of clouds.

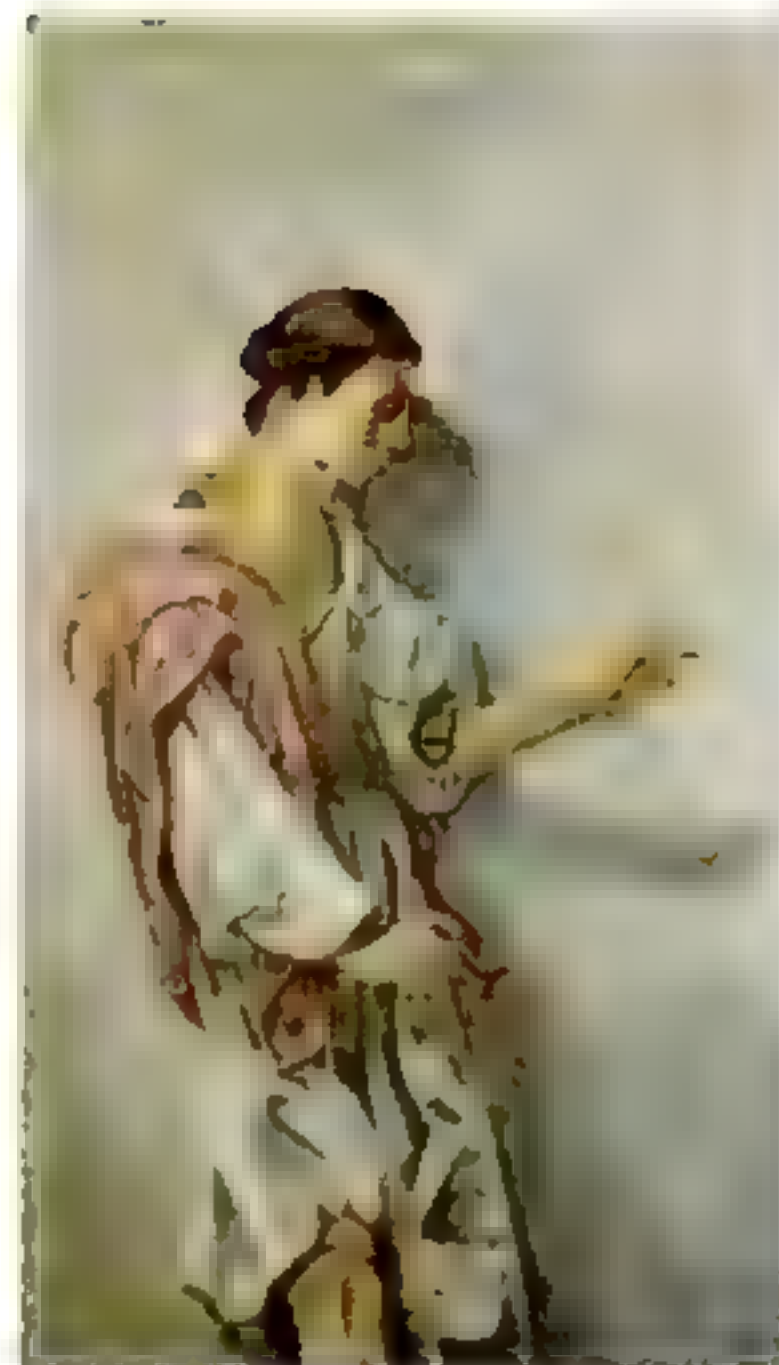


THE BIER, by Theodoros Stamos, was inspired by a lone sea gull the artist saw hovering over the body of its dead mate. The contours of the dead gull are conveyed by the sketchy lines at the bottom of the picture. The black shape (left) symbolizes death, while the blue area (top) suggests hope for eternal spirit life.



MAN AT FOUNTAIN, by Honoré Sharrer, was inspired by the sight of a workman resting on the edge of a fountain behind New York Public Library. Meticulously painted flowers, bird and butterfly stress a sense of peace.

CONEY ISLAND, by Edward Melcarth, was sketched on a hot Monday afternoon. Even a breeze, announcing a storm in the distance, fails to refresh the sweltering people who are slumped against the railing of the boardwalk.



THE DOLL, by Stephen Greene, is painted with lifelike features. Yet the human effect is shattered by the separation of arms, producing a haunting and provocative result.

They still paint the human figure

The traditional studio nude is almost a rarity in contemporary American painting. Under the influence of European moderns the nude became less an ideal of beauty and more a laboratory specimen to be dissected and its parts distorted and moved about to create new effects. Yet the young Americans, with a native love of natural forms behind them, have not entirely renounced the human figure. They use it as a decorative and recognizable element in their compositions and as a vehicle to express the ideas, emotions and responses to the state of the world today.

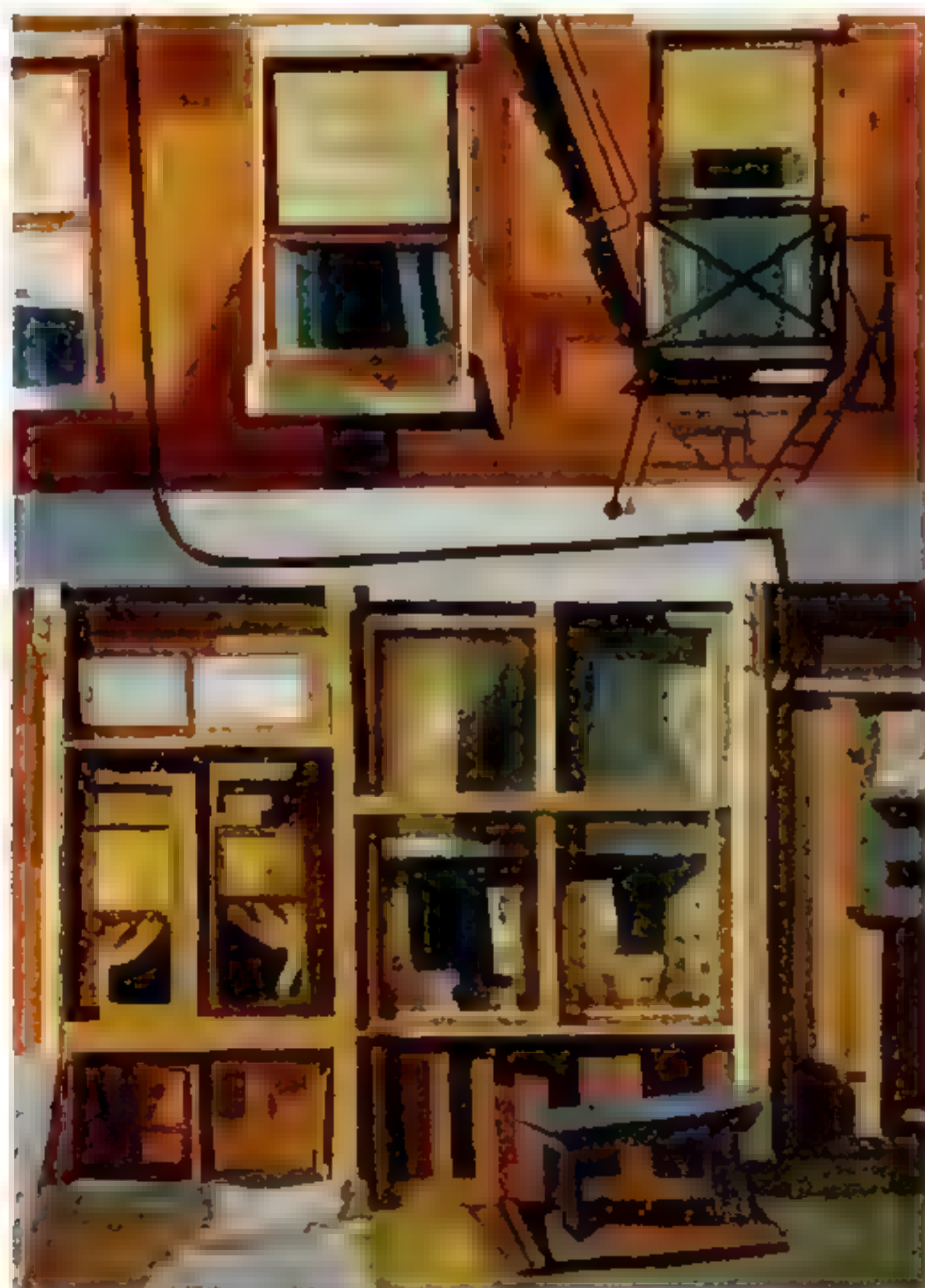


CARNIVAL, by Alton Pickens, is a ghoulish parody on loud-mouthed frauds who pose as defenders of liberty. Liberty, an ape, is about to be crowned. A woman shouts hypocrisies—scrawny birds pouring from her mouth. Another, with the book of justice on her head, blows a horn ironically shaped like torch of liberty.

CONTINUED ON NEXT PAGE



'LONG THE PENNSY LINE. by Aleta Cornelius, is a scene the artist found in Pittsburgh. Struck by the subtleties of the spring light, Miss Cornelius organized the trees, houses and the billboard shadow (left) into a striking and warmly colored design. This painting won an award in the 1947 Pepsi-Cola show.



THE BLUE BENCH, by Hubert Raczk, shows a scene deep in the shabby districts of Buffalo, N.Y. When Raczk saw the bench it looked freakishly out of place with its gleaming coat of new paint. Raczk wanders through tenement streets with a camera, taking photographs to use as notes for his paintings.

LANDSCAPE IN THE ABRUZZI, by Bernard → Perlman, is an almost oriental view of Italy's Sangro River valley, which war had left a gutted hellhole. Commissioned to illustrate the work of ECA, Perlman showed the gleaming reconstructed village and its tilled fields which convey reborn hope for the world.



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Franklin Boggs, 35

Born in Indiana, Boggs went to school in Philadelphia, was a war artist and is a resident artist at Beloit College, Wis.



Aleta Cornelius, 28

Miss Cornelius, married to ex-ski trooper, has young daughter, is teaching at a YWCA in Pittsburgh, her home town.



Eldzier Cortor, 34

A native of Richmond, Va., Cortor studied in Chicago and won a Guggenheim Fellowship to paint in West Indies.



Frank Duncan Jr., 34

Born in Chicago, Ill., Duncan went to Yale art school, was a war artist and has since won several Guggenheim awards.



Hazard Durfee, 34

Also a graduate of art school at Yale, Durfee was born in Rhode Island, during the war was Army camouflage artist.



Dean Ellis, 28

Born in Detroit, Ellis began exhibiting at 18, was an infantryman in the Pacific. He has won several regional prizes.



Joseph Lasker, 30

A New Yorker, Lasker works full time for a TV service company, has just won the Prix de Rome fellowship for 1950.

Here are the 19 artists

At some time during their lives these 19 young people, whose paintings LIFE has shown, gave up the American dream of making a fortune and decided to paint pictures. To keep themselves going while they painted, they made frames, taught school, took jobs as welders, shoeshine boys, glass grinders and advertising agents, won scholarships to study both here and abroad. What do they have to show for their efforts so far?

Plainly they have learned their trade well. All skilled technicians, they have assimilated both the technical innovations of the European moderns and the traditional American methods of factual reporting. The results, though derivative in some cases, are not slavish imitations. In many of their paintings, however, the techniques seem almost too perfect, as the emotions of the artist fail to rise above the mechanics of production. Though the feelings are unmistakably there, they often lack the deep convictions of maturity. The painter, a little overconscious of himself and his medium, has tried too hard and too seriously to deliver his message.

Despite their self-consciousness and immaturity, it is an encouraging sign that these young painters do have something to say about the world around them—the romance of a city in the moonlight, the bustle of an oil field, the forlornness of the slums, the treachery of the enemies of liberty. As it stands now, the work of the young Americans is vigorous, exciting and rich in variety and experimentation. What remains for them is to achieve the balance between technique and emotion that lifts a painting to the stature of greatness.



Stephen Greene, 31

Winner of the Prix de Rome fellowship last year, Greene grew up and studied in New York, has taught in Midwest.



Edward Melcarth, 35

Born in Kentucky, Melcarth grew up in Europe. From there he went to Harvard and is now teaching in New York.



Kenneth Nack, 27

Nack, a Chicagoan, was artist for Air Force during war. He has done industrial murals in Midwest, now lives near Paris.



Bernard Perlin, 31

A Southerner, Perlin studied in New York, painted in Poland on a scholarship, was an artist-reporter in Near East.



Alton Pickens, 33

Born in Seattle, Pickens has won scholarships on the West Coast, has exhibited in New York, now teaches in Indiana.



Hubert Racza, 25

A native of Buffalo, Racza has painted there all his life except for four years of service in the Pacific with the Marines.



Siegfried Reinhardt, 24

Born in East Prussia, Reinhardt moved to St. Louis in 1928. Self-taught, he studied art by copying Old Masters.



Honoré Sharrer, 29

Born in West Point, N.Y., she was taught how to draw by her mother, went on to art school at Yale, married a professor.



Theodoros Stamos, 27

Of Greek descent, Stamos was brought up in New York. To pay for art school, he worked as a florist and a hat blocker.



Hedda Sterne, 31

Born in Romania, Miss Sterne studied art in Paris. She came to New York in 1941, married a cartoonist, Saul Steinberg.



Edward Stevens, Jr., 27

Born in New Jersey, Stevens (cover) started exhibiting at 20, teaches in Newark, N.J., spent last summer in Africa.



Howard Warshaw, 29

A New Yorker, Warshaw has designed stage sets, has taught art therapy to veterans, now lives and teaches in California.



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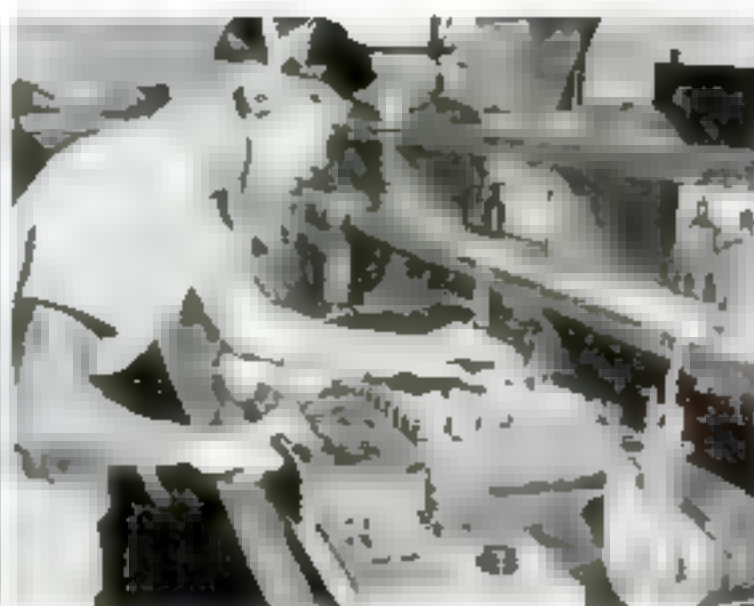
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GOLF'S GOLDEN BAUERS



MARLENE BAUER (LEFT) HUGS SISTER ALICE AFTER BEATING HER IN FLORIDA TOURNEY

Alice and Marlene, the Woman Athlete of 1949, may soon bring the jackpot home to Papa Dave

by LOUDON S. WAINWRIGHT

AT 54 Dave Bauer has no house, no leisure and very little money. He doesn't even have a steady job. Yet Dave Bauer considers himself a fortunate man: besides a wife and a 1949 Pontiac, he has two daughters who combine natural comeliness with a highly developed talent for golf. Every time 16-year-old Marlene Bauer sinks a long putt or 22-year-old Alice Bauer drops a 60-yard approach within 6 inches of the flag, the family's future gets a little brighter, the jackpot comes a little closer. The powerful ambition by which Dave Bauer has shaped his family's life for the past 10 years is near realization. Soon, when he considers the time ripe, his daughters will become professional golfers and thus turn his long-cherished hopes into cold cash. "And why not?" says

Bauer, speaking of professional golf. "It's a clean business."

As a vendor of golfing talent, Dave Bauer has a spectacular line of merchandise to offer. Marlene, who started golfing at 3½, and Alice, who did not take up the game seriously until after she had passed her 11th birthday, drive, pitch and putt with the kind of relentless precision that most girls their ages show only when they put their hair up in curlers. Ability aside, the sight of these well-set-up young blondes on the fairway delights male tournament fans who have somehow found it difficult to be moved by the genuine talents of the leathery-faced ladies who usually inhabit the top ranks in women's golf. Watching the Bauer sisters square off against each other in the finals of a recent Flor-



EN ROUTE TO FAME Marlene puts "body English" into a short putt. Watching critically at right is Alice.

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THE FOUR BAUERS SMILE CONFIDENTLY IN FAMILY PORTRAIT

BAUERS CONTINUED

ida tournament, a galleryite remarked, "I like the shorts as well as the shots." It is part of Dave Bauer's good fortune that technique is irresistible when fortified by grace.

Like any good businessman, Dave Bauer stands ever ready to rattle off an imposing list of the accomplishments of his product. He will tell you that Marlene—5 feet 3 inches, 119 pounds—was picked by the Associated Press as the Woman Athlete of 1949. Last year she won the newly established National Girls' Junior Golf Championship and became the youngest contestant ever to reach the semifinals of the National Women's Amateur Championship. Since she first appeared in *LIFE* as a golfing prodigy three years ago (June 9, 1947), Marlene has six times played and three times come out ahead of Babe Didrikson Zaharias, the indefatigable all-round athlete who was chosen by the poll-minded A.P. as Woman Athlete of the Half Century.

Alice—5 feet 1½ inches, 105 pounds—has had a less spectacular career, possibly because she took up golf at such an advanced age. Nonetheless she has qualified three times for the National Amateur. In 1947 she beat the great Patty Berg in a Long Beach exhibition match, shooting a 73 to break the women's course record.

All of this has happened because Dave Bauer wanted it to. To make his daughters golf champions has been the driving ambition of his life.

Gadgets, threats and teasing

IN 1937, for example, he cut down a pair of clubs for 3-year-old Marlene and started teaching her how to play so that Alice could have family competition. To give the girls an environment that would allow them to practice nearly all year round, he pulled up stakes in Aberdeen, S. Dak. in 1943 and moved to California. This year, to make the important eastern tournaments more accessible, he left California and moved to Midland, Texas. He has invented gadgets to improve his daughters' games, threatened and teased them into practicing when their young friends were off at the beach or at the movies, and entered them in tournaments all over the country.

Less purposeful fathers might say that Dave Bauer had no right to impose his will on the lives of his children to this extent. But Marlene and Alice do not seem to mind. There are occasional family dis-



MAMA IS THE ONLY ONE OF FOUR WHO DOES NOT PLAY GOLF

putes during which the girls get jumpy and nervous, but for the most part they shower his bald head with kisses and do his bidding. Mrs. Bauer, a slight, pleasant-looking woman of 42 who is given to flowing white dresses and upswept hairdos, uses her motherly influence on her husband's behalf: "Dave knows best," she says gently.

Looking at Alice and Marlene today, many people would agree with Mrs. Bauer. They are equally attractive, healthy-looking young women, but their personalities are far apart. Alice is variable, exuberant one minute, downcast the next. Marlene is about as volatile as a niblick; she usually wears an expression of inscrutable calm, her infrequent smile coming and going as abruptly as the light in a refrigerator. The two sisters are obviously great friends and share a good many pleasures common to girls of their generation. They often sing at parties given for the girl golfers along the amateur circuit, and they make many of their own clothes between tournaments. Both enjoy the movies, and Marlene has often thought she would like to be an actress some day. But everything now is secondary to golf.

At a recent Palm Beach tournament the hotel in which the girls were staying was situated right on the ocean, but they were not allowed to swim. One day the girls had matches in both the morning and afternoon. Tired and hot from three hours of exertion in the Florida sun, Alice felt she must not bathe at noon because 1) a hot bath would make her sleepy, and 2) a cool bath would tighten her up. The same day she worried about whether she should have milk with her lunch. "I like it," she said, "but it takes too long to digest." In a blaze of independence she drank it anyway.

During a tournament, no matter how well they are doing, the girls practice. If they have no afternoon match they spend much of that time working out the mistakes that their father has scrupulously noted while watching the morning round. Neither of them is fond of practice, and Marlene plainly despises it. Once, when she was 13, Bauer had to use what he calls "wrathful psychology" to get her to practice. He broke her niblick over his knee and told the little girl she could quit golf. She repented tearfully. Today they stand there—Marlene expressionless, Alice grim and determined—and hit ball after ball until he is satisfied.

Dave Bauer taught himself to play golf the same way he has taught his daughters. When he landed in Baltimore 37 years ago after the long trip from a German settlement near Odessa, Russia, where he was born, he didn't know a stymie from a *shashlik*. He

CONTINUED ON NEXT PAGE

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BAUERS CONTINUED

didn't set foot on a golf course until 1926 when, at 30, he was a restaurant owner in Eureka, S. Dak. But soon the game was taking up more of his time than his business and when he, his wife and two daughters, then aged 8 and 2, moved to nearby Aberdeen in 1936, Dave became the manager and teaching pro at a local course.

Bauer went at golf as he did everything else—farming, baking, automobile mechanics, the English language. He went at it hard. His tough, German mind has never accepted a vague answer on the whys and wherefores of anything. It wasn't enough for someone to show him how to hit the ball. "I got to know why," he says in his accented voice. To learn why, Bauer used to take a beginner's instruction book and go out to the prairie and alternately read and hit balls until dark. This sort of self-instruction has left him with an amazingly thorough understanding of the physics of golf and of the necessary blend of body coordination and timing that go into making a good shot. Today Bauer, who can shoot in the middle 70s himself when in form, claims he can look at a man taking a practice swing before teeing off and make a reasonably accurate prediction about the direction of the drive he will make. "The whole body tells me," he says.



ALICE AT 16 had already developed mighty follow-through.

The Bauers stayed in Aberdeen for seven years. Mama Bauer had a comfortable place to live, and Papa and the girls were popular with the golfing crowd. But in 1943 Bauer heard that West Coast courses and driving ranges were doing a booming business with the influx of servicemen; besides, California's winters were more suitable than Dakota's for golf. So they all crowded into the family Model A Ford and took off for Long Beach. Here Bauer sank his remaining cash in the down payment for a house and got jobs for his wife and himself at nearby Douglas Aircraft. The gentle Mrs. Bauer became a riveter. "And her such a doll," her husband says admiringly.

The added days of sunshine had the effect on the girls' games that Bauer hoped for. Even before their arrival in California they had had competitive experience (Marlene had entered her first tournament at 8), and soon they were winning everything in sight. In 1945, when a chubby 11, Marlene embarrassed the officials of a local junior tournament by winning a trophy on which stood the sturdy figure of a male golfer. At 13, when she won the Los Angeles Women's Golf Championship, the score cards carried the abrupt reminder that "children under 14 years of age are not allowed on the course." Alice, too, was winning tournaments—in Long Beach, Santa Anita and Santa Catalina, where she covered the 36 holes in 138 strokes.

In 1944 Bauer left Douglas and took over a driving range near his home. Later he became a teaching professional at Hollywood's Toluca Fairways. But his main preoccupation was perfecting his daughters' golf. Every day after school the girls would come out to the range and hit bucket after bucket of balls, practicing with every club. To correct Marlene's swing Bauer rigged up a platform gadget that would make the ball sink out of position if she raised her right heel on the downstroke. Over and over he would explain their mistakes, and over and over they would try to correct them. He was rarely satisfied. Even now, he says, "There's always a little something you can fix. It's just patience."

Going-up mistakes corrected coming down

NOW Bauer's patience is paying off. Alice and Marlene play impressively in all departments. Both have an exaggerated backswing. In Alice's case it makes her look as if she's never going to be able to get started back toward the ball. The big backswing has a purpose. As one competent male amateur remarked, "Alice makes about eight mistakes on the way up and corrects every one of them coming down." It also compensates for the girls' lack of size. They get good distance and accuracy off the tee. Alice has perhaps the edge here, consistently poking out drives of between 210 and 225 yards. On the greens Marlene is the better of the two, sinking both the long 30-footers and the tough short ones with the regularity of a Hogan. When making an approach shot, with any club from a 4-iron to a wedge, from 150 yards off the green to the edge of the apron, the accuracy of both girls is deadly. In the Palm Beach tour-

nament Alice holed out with a 7-iron shot that traveled a full 60 yards before dropping. On the next hole her second shot came to rest on the lip of a bunker just to the right of the green. She took a pitching niblick out of her bag and canned the shot from a distance of 20 yards.

During a match Marlene is always self-possessed and seems absolutely unaware of the gallery. She rarely takes a practice swing except on the greens. On the tee and the fairway she walks quickly up to her ball and wallops it—so quickly, in fact, that the crowd following her often misses a stroke. "I turn away to tell a man something," Dave Bauer says ruefully, "and she's gone." Usually Marlene is outwardly impassive in victory or defeat, but last year she cried when Dorothy Kielty beat her in the semifinals of the Nationals. "Who wouldn't cry?" her father asks. "The kid was four down at the ninth. But she came back. Would have won the match if Kielty hadn't stymied her on the 14 and 16. Two stymies! We all cried."

Alice, on the other hand, is about as relaxed as a bride. She pulls at her glove, changes her club, frowns, clenches her teeth and waggles her fanny. Just when she appears to be ready to hit she often steps away from the ball and starts all over again. This involved procedure is tough on the gallery's nerves, but Alice says, "I won't hit until I'm ready."

The pressures of the tournament grind are particularly tough on Alice, who is not able to forget golf the way Marlene does when she is away from the course. Once, after eight straight days of tournament play, Alice burst into tears at the evening meal. She had two matches coming up the next day. "What's the matter, honey?" her solicitous father asked. Leaving the question unanswered, Alice pushed back her chair and left the table. Bauer shrugged. "Just tired. She'll be okay." Next morning, after a brief recurrence of tearful nerves, Alice went out and won both matches.

Although Marlene is considered the better golfer by many authorities, Alice has won four of the seven times they have played against each other in the past two years. The girls like these family matches, six of which have been in tournament finals, but they don't relax for them. Against each other they play grim, determined golf, walking down the fairways separately, never speaking to each other, never smiling. Only at the finish do they act like sisters. Instead of shaking hands, they kiss.

Last year, while the Bauer family was driving through Texas on the way back to California after a tournament in the Midwest, they stopped to play an exhibition in a town coincidentally named Odessa. Some people from nearby oil-rich Midland happened to be on hand, and what they saw prompted them to ask the girls to come play over at their town. The Bauers did, and a mutual romance began. The golfing crowd asked the Bauers to make Midland their home. Proud Midland fathers wanted Bauer to give lessons to their children while his girls carried the town's name to the uninitiated sections of the nation.

Their proposal suited Dave Bauer just fine. California was too far away from the important eastern tournaments, and the local school officials were becoming increasingly difficult about Marlene's prolonged absences. (Alice had graduated in 1946, but Marlene, who manages to maintain an average slightly under A in spite of her golf, is only a sophomore in high school.) The Bauers now operate out of Midland. Bauer will undoubtedly do well there with his \$10 lessons, and soon Mrs. Bauer, when the family buys or rents a home, will have a chance to start housekeeping again. Marlene confers on Midland the highest possible accolade by saying, "I think the course there has lovely greens."

It is unlikely that the Bauer sisters will see much of the Midland Country Club's lovely greens this coming spring and summer. They will be playing in almost every important women's tournament, all the way from the North and South at Pinehurst, N.C. in April, across the country to the big Western and big Midwestern tourneys and back again, if they qualify, to the National Amateur at Atlanta in the middle of September. During this period they will also likely play in one or two of the four separate 36-hole matches that make up the Weathervane Women's Open, a newly created coast-to-coast series of tourneys. In these Alice and Marlene will



MARLENE AT 6 played on her father's course with special clubs.

JOE, HERB AND TED



JOSEPH LEHMAN, Bayonne, N. J., freight conductor, says, "I've found Calvert makes a smoother cocktail."



HERBERT GOLDSTEIN, Hartford, Conn., produce business owner goes for "Calvert's richness and smoother flavor."



THEO. STURGEON, N. Y., writer, says, "You have to compare Calvert to appreciate its much finer quality."

KEN, JIM AND ED



KENNETH F. WENGER, Portland, Ore., optician, takes a wise view. "Calvert's best... that's why I always enjoy it!"



JAMES BRYDON, a building supt., of Boise, Idaho, switched "because Calvert's taste always pleases!"



EDGAR R. VIA, SR., says, "I enjoy better drinks since I switched to Calvert! He's a hotel clerk in W. Va."

DON, BILL AND FRED



DON PABLO, noted orchestra leader of Detroit, Mich., sings, "Yes, Calvert strikes the right note with me!"



WM. J. HOFFMAN, Buffalo, N. Y., druggist, insists that "Calvert's always a treat to the taste!"



FRED MAAS says, "Calvert's in a class by itself for taste and flavor! He's a Huntingdon, L. I., executive."



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GUARANTEE: PIN CAN'T PASS THROUGH THE HEAD

ATTENTION

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Here's Good News

Remember that high-gloss shine you got in the service with Kiwi Shoe Polish?

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YOURS for only **25¢** and 7 empty 3c Planters Peanut Bags

BAUERS CONTINUED

he competing against such top money players as Babe Zaharias, Louise Suggs and Betty Jameson.

This, Dave Bauer hopes, is the year for his daughters to finish with amateur golf. He expects Alice to reach the top of her game and become as well known nationally as Marlene. This may be the last year of collecting cups, watches and glassware, the last year of heeding the strict financial regulations of the U.S. Golf Association. If all goes well Dave Bauer will be ready to turn his girls into professional golfers.

Where the pay-off comes

THE real money for lady golfers is not in tournament victories; the pay-off comes in exhibition matches. In 1949 Babe Didrikson Zaharias was the leading money winner in women's tournaments with \$8,200, whereas Sam Snead led the men with more than \$31,000 in tournament prizes; but public appearances, exhibition matches and endorsements boosted Mrs. Zaharias' earnings that year to an estimated \$75,000. For exhibitions and other commercial aspects of golf Dave Bauer has the perfect team. Alice and Marlene have a tremendous appeal for the women who make up a large part of America's golfing public. Watching a Bauer or a Berg or a Zaharias break par means something to the girls; when Sammy Snead shoots a 65 it simply gives their husbands further evidence of the general superiority of men. By turning Alice and Marlene pro, Dave Bauer will profitably be able to give the lady duffers a double dose of ego restorative.

Of course, there will be other sources of income. Bauer will write the golf book which he has delayed so long. There will be club endorsements, testimonials, tournaments and television. All things considered, the future looks bright—unless love intervenes.

At 16, Marlene is just becoming aware of the bronzed, broad-shouldered, worshipful young men she meets along the circuit, but it seems doubtful that anything will supplant her interest in golf for the next few years. The 22-year-old Alice, on the other hand, presents a different problem. Although she isn't serious about any particular boy at the present moment, she is becoming increasingly interested in such domestic matters as the costs of housing and furniture and babies. And her looks and personality have made her extremely popular with the sex that usually provides those things.

But Dave Bauer is reassured by Alice's own words on the subject. "You know," she says, "I never have cared much for a boy who wasn't a golfer." A golfing son-in-law would not disrupt the team, and the team, after all, is the important thing. At a recent tournament in which her daughters were finalists, Mrs. Bauer, floating along the fairway like a worried ghost, said, "I wish it could come out even."

Bauer laughed. "Who cares! No matter what happens, we win."



PAPA KNOWS BEST when it comes to the girls' golf games. Here he instructs daughter Marlene in the alignment of hands and body during putting stroke.

Birthdays this month-

Andrew Jackson



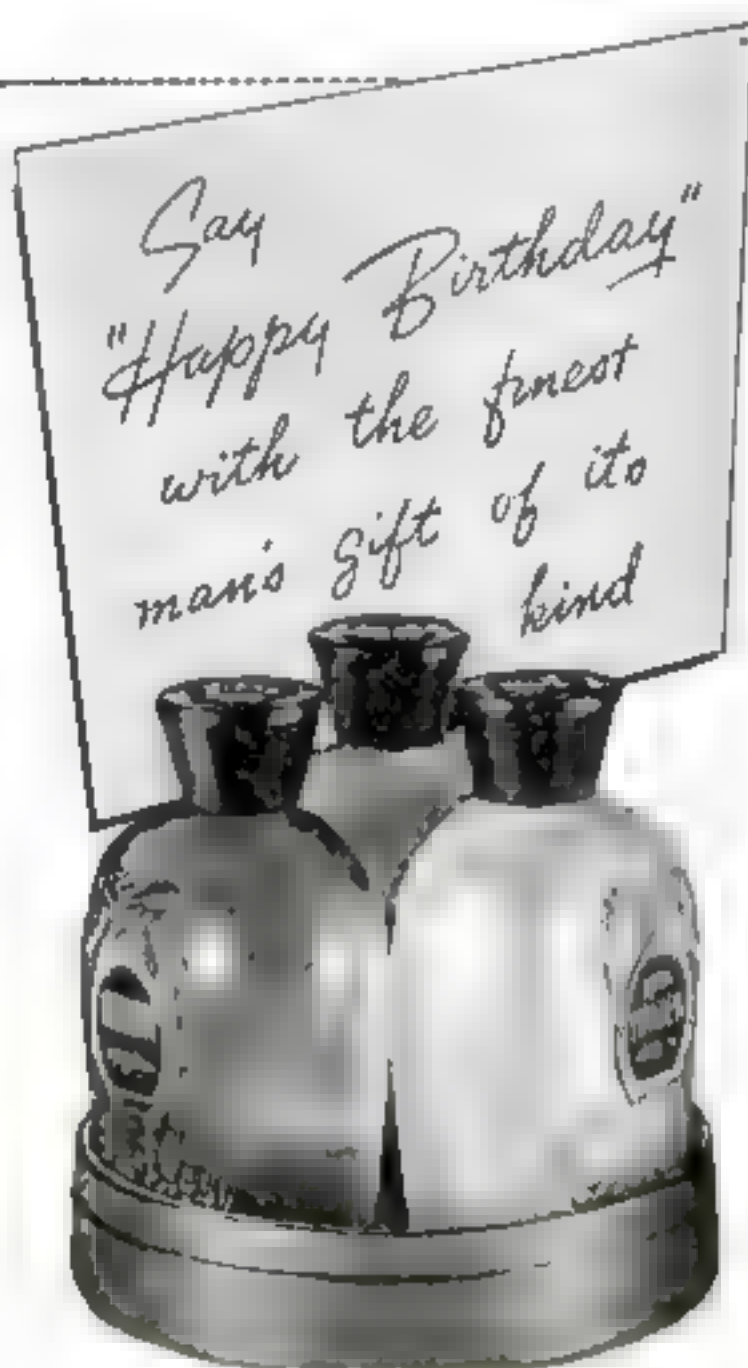
Justice Oliver
Wendell Holmes



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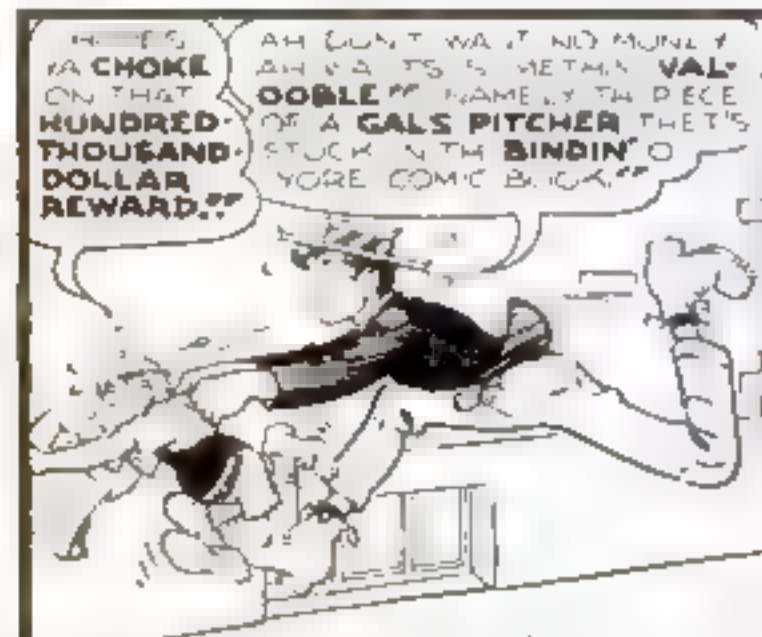


PRIZE-WINNING KNEES IN DUNCANNON CONTEST ARE DECORATED WITH

THE KNEECAP

Cartoonist's Li'l Abner falls in love with a knee

Al Capp's Li'l Abner was having a most frustrating time. Stuck in the binding of his favorite comic book, *Fearless Fosdick*, he had found a portion of a girl's picture which showed only her knee. The knee had such a nice, warm expression that Li'l Abner immediately fell deeply in love with the girl: "Gals kin change th' expresshuns on thar faces—but not on thar kneecaps," he pined. "A kneecap yo' kin trust!!" Li'l Abner went searching for the girl, figuring his only chance was to track down the 6,999,999 other subscribers to *Fearless Fosdick*, hoping to find copies of the book in which other pieces of the girl's torn picture had been stuck. Then he would put them together and identify his love.



LI'L ABNER'S PROBLEM is to find girl who owns knee he gazes at rapturously (left). In search he chases "Ankles" Aardvark, a gangster wanted by police.



INK, LIPSTICK AND FEATHERS TO GIVE THEM LIFELIKE EXPRESSIONS

AND AL CAPP

and some girls in Pennsylvania offer him theirs

As always when Li'l Abner goes off on one of his odd odysseys, the whole U.S. was with him. From Connecticut to California, schools and clubs were looking for nice knees, holding kneecap dances and contests. The Duncannon, Pa. Lions Club offered prizes for the "most expressive knees," sent pictures of the four local winners (above) to Capp to aid Li'l Abner's search. Meanwhile, after a harrowing series of escapes from apelike hillbillies and a wicked "whammy" artist, Li'l Abner retrieved another bit of the girl's picture from a runty gangster, "Ankles" Aardvark (below), a *Fearless Fosdick* subscriber, and was off to England this week in search of the next subscriber on his list of seven million.



LI'L ABNER'S PROGRESS comes when he leaves Ankles in hands of wrestlers and goes off with matching scrap of knee he found in Ankles' comic book.



CONTINUED ON NEXT PAGE

The nation's NIGHT CAP!



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for sound sleep, bright mornings

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Ovaltine helps to break down nervous tensions built up during the day—induces natural relaxation and prepares the way for peaceful sleep.

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You can determine in a few nights whether Ovaltine will help you in your situation. Just purchase a small-size jar for a trial. Be sure to make it according to directions. You may find, like countless others, that Ovaltine can do a great deal to bring you the kind of sleep which really refreshes and restores.



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without giving up a single cigarette!

Many doctors recommend this crystal filter cigarette holder to reduce nose and throat irritation



Before use:
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Kneecap CONTINUED

CAPP GOT HIS IDEA FROM "LIFE"



PICTURE IN "LIFE" of Mrs. Guinn Granbury's cherub knees, shown in the Pictures to the Editors columns (Nov. 13, 1939), gave Cartoonist Al Capp the idea, 11 years later, of using a facelike kneecap in his *Li'l Abner* comic strip.



MOTHER'S KNEES were submitted (Nov. 27, 1939) by daughter, who thought they beat Mrs. Granbury's.



BOY'S KNEES, also cherublike, were sent to LIFE by sister, Lillian Hooper, and also appeared in the Nov. 27 issue.



SISTERS' KNEES (Jeanine, Marion Lee, Dolores Ann Comer) completed LIFE's 1939 collection of faces. Capp, who has a long memory, recalled these pictures, went back to look at them and *Li'l Abner* was off on his new adventure.

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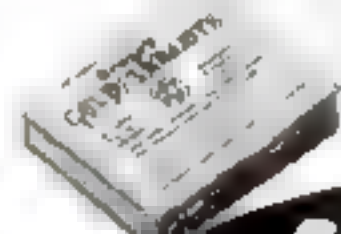
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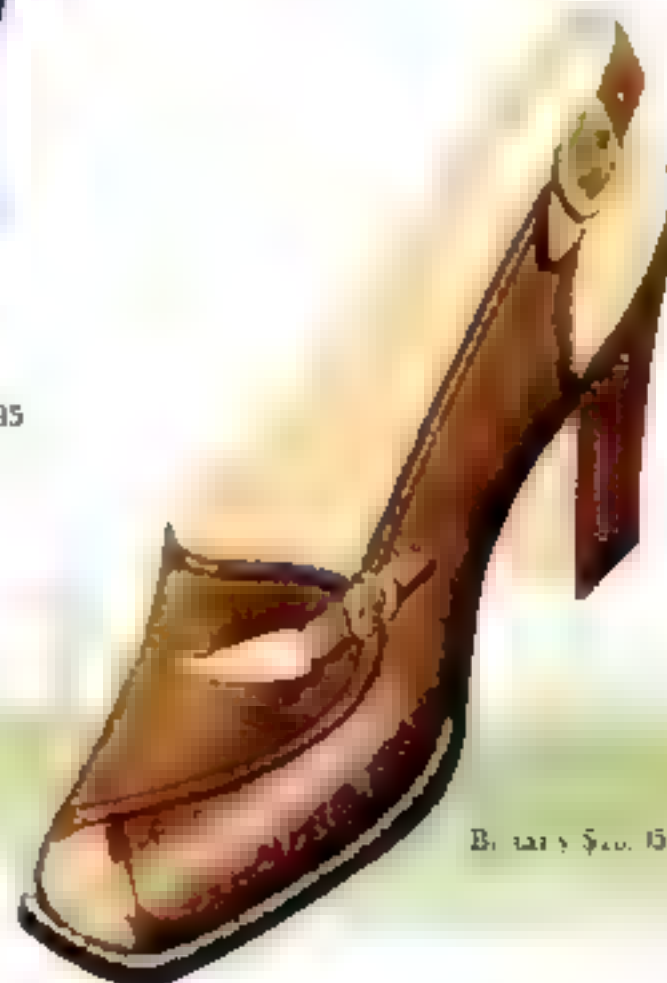
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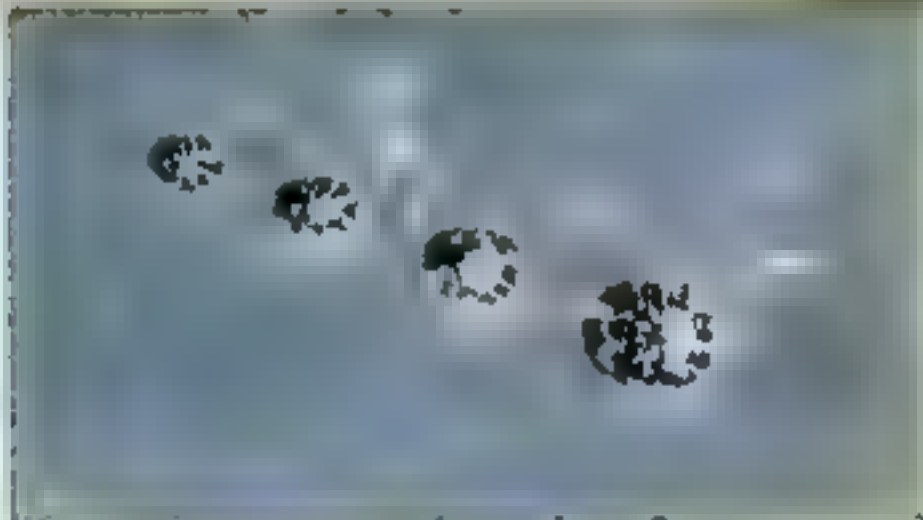


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Pastoral Honeymoon — painted for the De Beers Collection by Jean Hugo



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Ceaseless as the winging air, your engagement diamond shines
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 of a gentle hand . . . the sight of a tender smile . . . will be
 treasured ever. Your diamond, though it may be modest in cost,
 should be chosen with care, for nothing else on earth can take its place.

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a Diamond is forever



EIGHT-EYED CANNIBAL

As cannibalistic as it looks, the wolf spider lives on other spiders and insects. It has eight bulging eyes, six on the front of its face, two on

top of head. Hidden behind a heavy beard are its poisonous fangs. Fleet-footed, it runs down its prey, jumps on it, sucks out its juices.

PEST PORTRAITS

A CLOSE-UP CAMERA RECORDS THE UNFAMILIAR FACES OF SOME FAMILIAR HOUSE AND GARDEN BUGS

Wherever he lives, whether in an isolated desert or in the heart of a city, man is surrounded and outnumbered by spiders and insects. He is well aware of his tiny neighbors—he finds them chewing up his cabbage plants, sawing away at the underpinnings of his house, streaming out of the kitchen drain. But he never has an oppor-

tunity to get a good, intimate look at them. On these pages, however, he can see them face to face, just as if they were sitting across from him, say, over a cocktail.

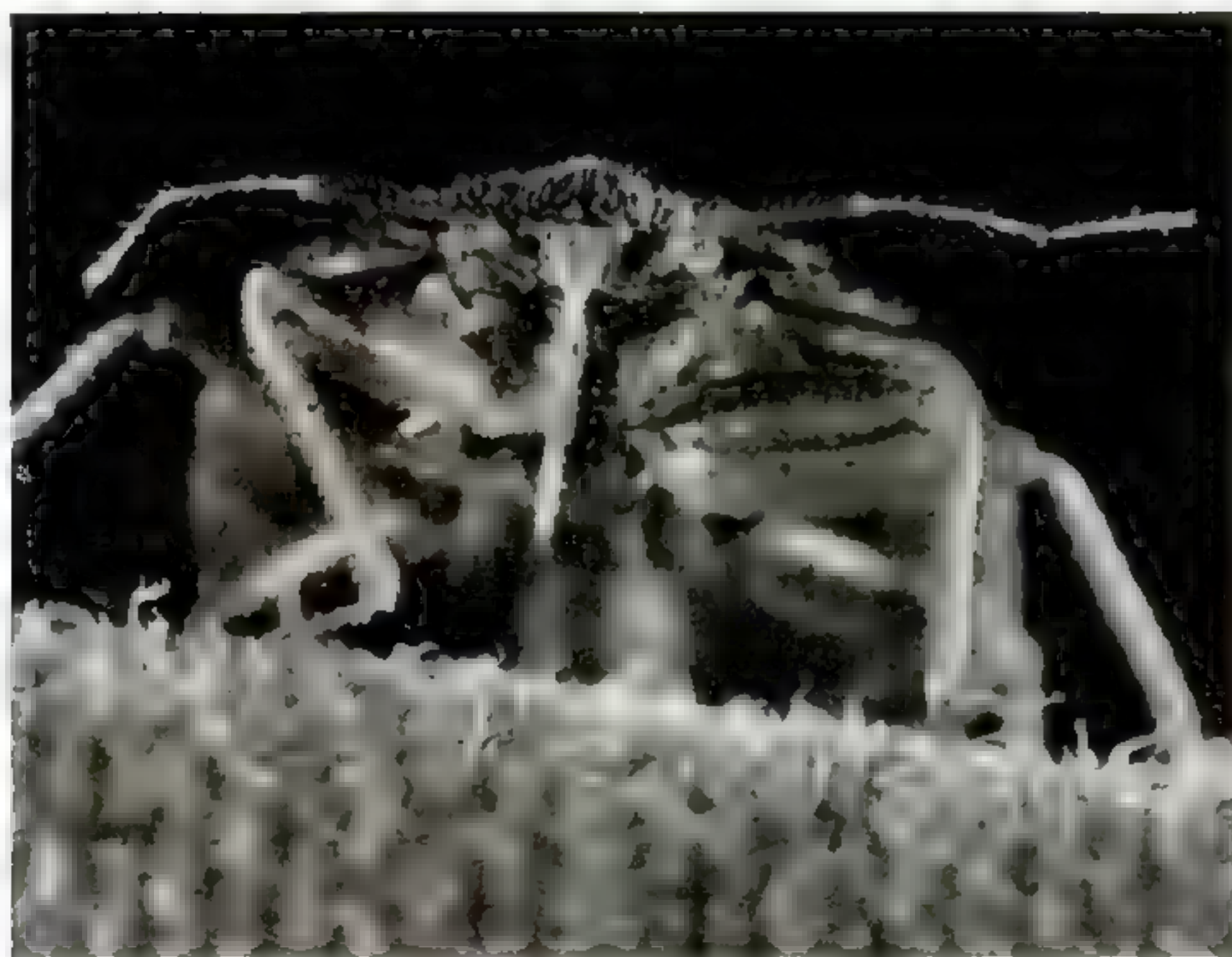
Andreas Feininger, who took these pictures, used a huge camera with a 5-foot bellows to magnify his subjects up to 75 times and bring out

the fine details of their faces. The results of his enlargements are repulsive to man, who is accustomed to faces which bear some resemblance to his own—that is, with two eyes, two ears, a nose in usual places. It is when the features get incongruously and grotesquely scrambled that the faces take on their fearsome aspect.



SWEET-TOOTHED SAVAGE

The yellow jacket, a wasp, has a frowzy face, a fierce expression and a sweet tooth. It satisfies this last by gnawing on pears, peaches and other fruit. It also eats other insects which it kills by diving down on them like a hawk. To make its underground nest, it uses its hornlike pincers to tear off bits of wood from boards and fences. Two gourd-shaped, mosquitelike eyes are located on either side of its head, three simple eyes on top. The rods going off at the sides are antennae.



UNPOPULAR NEEDLENOSE

One of the world's least popular insects, the bed bug has a long, sharp snout and looks like a crochety old man with a red toupee. It lives on blood, preferably human. With its sharp, hollow proboscis it digs into the skin and draws up blood as if sucking on a straw, its body swelling up to three times normal size as it drinks. It can survive for as long as a year without food. Bed bugs see through two compound eyes and feel with help of fine hairs on head, antennae and legs.

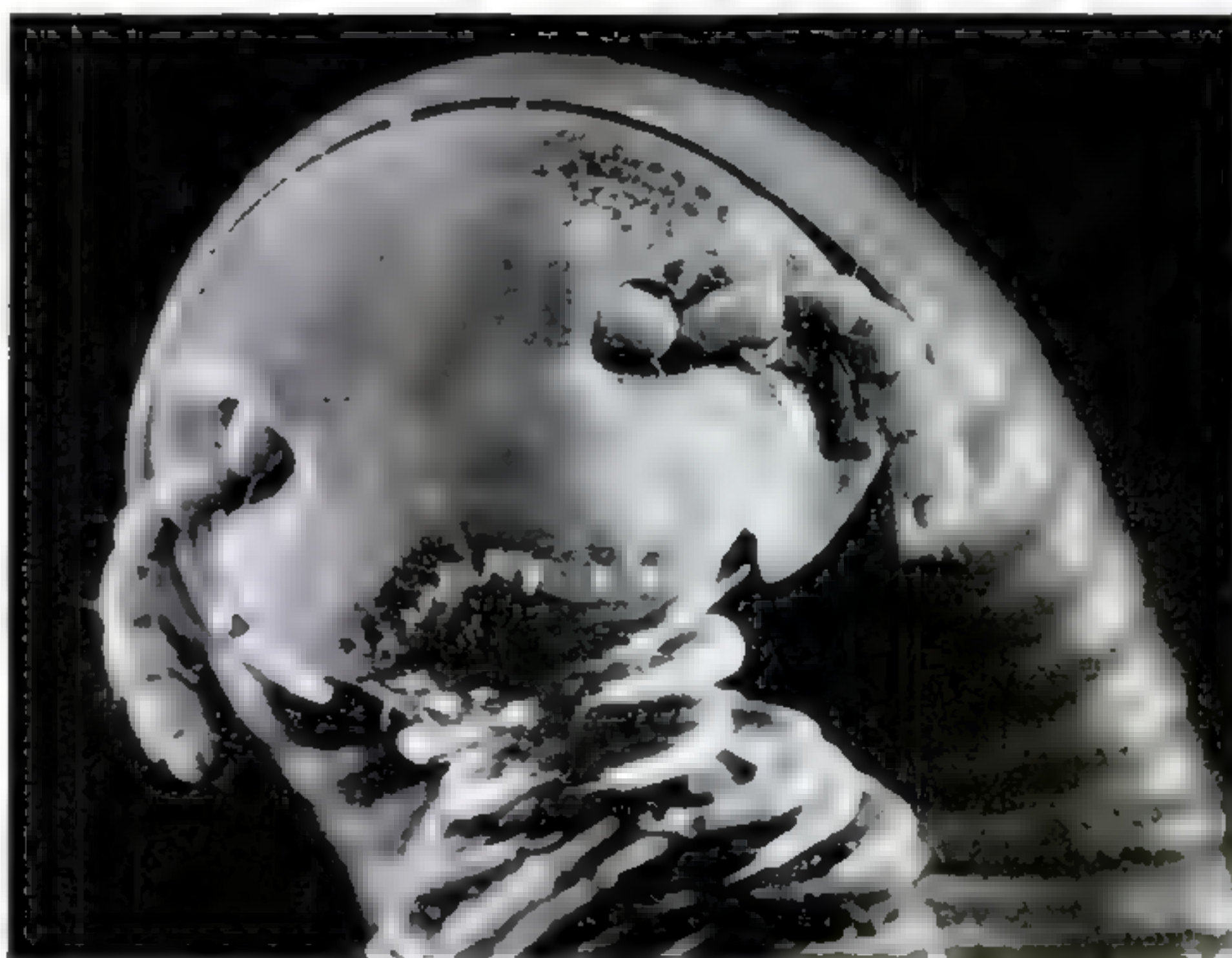


CHISEL-JAWED CHOPPER

A pugnaous creature, the carpenter ant has a large head and two multi-segmented, stouter-looking eyes. Its vision, however, is poor and it is guided largely by its crooked antennae. Hidden underneath its jaw are sharp, tusklake pinners which are used to kill insect relatives and which can be very painful when they bite into human flesh. It builds nests in trees, porcellanous and made houses, where it goes after table scraps and, true to name, hacks away at woodwork.

LEGGY VEGETARIAN

Regarded as a pampering racial by gardeners, the millipede here suggests a pampered old lady. With its 100 odd pairs of legs, it finds plants, chomps away with its strong jaws on stems and leaves. Clusters of dotlike eyes on forehead are a most sightless and are probably not very useful except for distinguishing between light and dark. Millipede depends on its antennae (below eyes) to find its way around. Heavy, mustachelike hairs around mouth help it to hold food.





STILT-LEGGED, TURRET-EYED TRAMP

Spindly limbed and gawky, the daddy longlegs looks like a bug mounted upside down on stilts. Here only the body and the inner segments of its legs are shown. It is not a spider but a near relative, its head, chest and abdomen being fused together whereas the bodies of spiders are divided into two parts. The daddy longlegs has two tiny eyes mounted on a small turret on its head but depends principally on its eight sensitive legs to explore its surroundings. Although these

legs are fragile and always being lost in a tangle, they gradually grow back. Like the one above, which has only five legs at the moment, it can get along until new legs come in. A harmless bug, the daddy longlegs is a wandering scavenger which takes nothing better than an old crumpled sandwich. Children delight in asking it what direction cows have gone. Since its legs point in all directions, the cows must be found somewhere in the directions the daddy longlegs has pointed.

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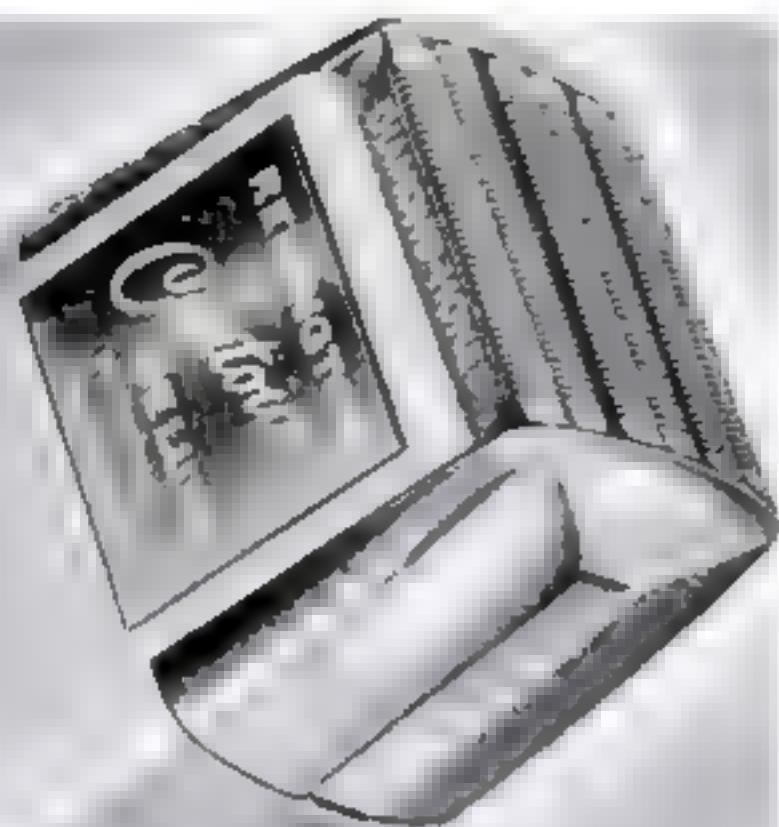
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Three Blue Streak Twin shaving heads with 240 Diamond-Honed cutting blades on all Contour models.



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Contour DeLuxe \$25.50
Contour Six . . \$23.50
Foursome . . . \$19.50

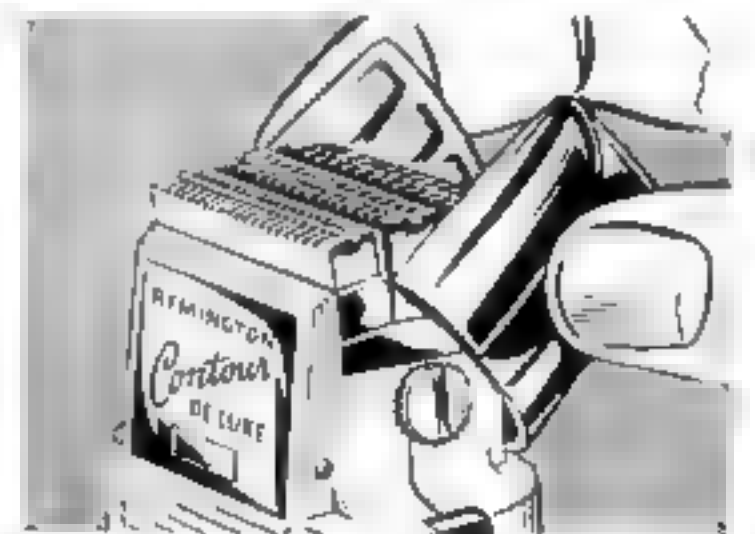
HERE'S WHY...

The Remington *Shaves Better!*

Every day more and more men are treating their faces to the world's smoothest, most satisfying shave—the Remington Contour Shave. No matter how tough the beard or how tender the face, you'll find no other shaving method can compare.

In quality, in performance and in styling the new Remington Contour DeLuxe leads the field. One shave will prove to you, exactly as it has to over 6,000,000 others, Remington is the finest shaving instrument ever built—it

will shave you better than any other method. Try a Remington Contour today—at your Dealer's or at any of our 106 Shaver Branches.



New single-hinge, swing-back chrome hairpockets expose all three heads for quicker, easier cleaning.

A PRODUCT OF **Remington Rand**



1. REWARD FROM THE MISSUS. For the fourth time Karl Karcher has had an idea worth money to Ford. A Ford employee for 21 years, Karcher spends each noon hour looking for ways to improve production methods at the Edgewater, N. J., plant. Improving a wind-blend tool brought him \$267.00, bettering an insulation sprayer, \$284.62. Two more ideas boosted his total take from Ford's Suggestion Plan to \$771.68. "That's just the beginning," Karcher tells his wife. "I'm working on something now that should pay four times that much." Ford hopes so, too, knowing that every accepted suggestion benefits employees, company and consumer.



2. LINCOLN-MERCURY employee, George Krodel, 42, Inspector of Assembly Parts at the Los Angeles Lincoln Mercury Assembly Plant, had a grand idea about how to soap hood strainers. If plants in St. Louis and Morristown, N. J., also adopt the Krodel idea, there will be a substantial addition to the \$126.50 he has already received. The money was used to pay doctor bills and went toward the family's contribution to a television set and record player. Mrs. Krodel and daughters, Anne, 12, and Linda, 9, are happy that George has the kind of a job where his good ideas can pay off.



3. "IDEA MONEY" CAME IN HANDY FOR THE HENDELS. Gas tank straps were being assembled with four nuts prior to painting and then two nuts were removed. Fred Hendel, millwright in the maintenance department of the St. Paul, Minnesota, Ford Assembly Plant, made a suggestion. Result: It became possible to discontinue this pre-assembly and the subsequent removal of these nuts. Fred received \$141.74 from the Ford Suggestion Plan. It helped purchase wallpaper and paint for redecorating their home.

WHAT'S GOING ON AT FORD

WORKERS TURN IDEAS INTO CASH

Extra thinking means extra money through Ford Suggestion Plan

THE tradition of American business has always been one of individual initiative, individual opportunity and individual reward. Can modern industry, with its assembly lines and its routine tasks, keep the spirit of enterprise and initiative strong in the individual employee?

Ford thinks that it can.

In many ways, Ford is trying to reward employees who put constructive thought into their jobs. One method which has been tried and found good is the Ford Suggestion Plan and its companion Management Proposal Plan. These plans are being used in seventy-one Ford, Lincoln and Mercury plant units, as well as parts depots throughout the country for Ford cars, trucks, tractors, and Lincoln and Mercury cars. The idea is to encourage men to think for themselves.

The Plan is based on the belief that the man who is doing the job is the man who knows how that job can best be done. If any

worker has an idea about how a job can be done better, more easily, more safely or more efficiently, all he has to do is write it out and drop it in a suggestion box. The idea will be thoroughly investigated. If it's good, it will be put into use. The calculable saving resulting from the improvement will be figured up, and the entire amount for two full months of operation will be awarded to the man who had the idea.

Awards range from \$5 to \$1,500, depending on the actual value of the improvement. During the time the plan has been in operation, 6450 awards have been made to employees for suggestions adopted. Cash payments total \$348,765 as we go to press. Employee participation is high.

This is not a paternalistic scheme. Ford has found that it is good business. *The plan is part of the Ford way of doing business . . . making the best possible products in the best possible way . . . to benefit producer, consumer, and the whole nation.*



4. EXTRA THINKING PAYS OFF. Last year was a time of need for Pietro Nespeca who works at Ford's Chicago plant. He was ill for nine months. But he had suggested a new method for making up "tack rags," used to wipe off all parts that are about to go into the Enamel Oven. The \$121.66 award he received from Ford for extra thinking about his job helped pay medical bills. Nespeca is a three-time suggestion award winner.



5. NEW COWBOY BOOTS FOR SHEILAH. As a metal finisher in Ford's Dallas, Texas, plant, John Stracener has won eight straight awards totaling \$95. He suggested special repair tools for metal smash work on the passenger car bodies as they go down the Body Assembly line. C. Hilley, owner of the Little Fellows Shop in Dallas, got his daughter Sheila's shiny new boots as the Straceners fondly look on.



6. INVESTS TOP AWARD IN '50 MODEL FORD. Edward Powser of the Production Foundry at the Rouge Plant thought of an improvement which was profitable for all concerned. He thus became the twentieth Ford man, in all Ford plants, to receive the top suggestion prize of \$1,500 cash under Ford Motor Company's

Suggestion Plan. His proposal was to install additional stop switches on the 1000-foot-long conveyor belt carrying scrap steel. Now the belt can be stopped instantly if necessary. Powser is shown taking delivery on a new 1950 Ford six-cylinder Tudor Sedan from his Ford dealer, Fred Gilbert, of River Rouge, Michigan.

THE GREAT GLUT

After spending \$4 billion on farm "policy" the U.S. finds it has made abundance a curse

by ERNEST HAVEMANN

THE dried egg, like the U.S. food and farm problem it so eloquently symbolizes, is an abomination on nature. In appearance it is a pale yellow powder which looks as if it were meant for sprinkling around drainpipes to keep away cockroaches. Unless it is kept absolutely airtight, it soaks up moisture and turns into a mass of sticky lumps, acquiring a strong odor in the process. Unless it is kept cool, it turns brown, acquiring a different but even stronger odor. What happens to a dried egg that is exposed to the air and allowed to get warm simultaneously is too horrible to describe at all. Even when handled with care by a painstaking cook it has nothing whatever to recommend it. A good many dried eggs were scrambled and served to soldiers overseas in the recent war; the soldiers promptly found themselves dreaming of fresh eggs even more often than of their sweethearts.

The Department of Agriculture, however, is so committed to the dried egg that it once put out a laudatory and even poetic brochure dedicated to its wholly imaginary virtues. "In the space of a few minutes, by blending the powder with water," said the booklet, "any homemaker can do the feat that stumped all the king's horses and all the king's men. She can put Humpty-Dumpty together again, and behold—a *reconstituted* egg, ready to be popped into muffins, cookies, cakes, salad dressings; yes, even to scramble or put into an omelet for breakfast or the main dish for supper." To be sure, this tribute was somewhat qualified in the recipes which followed, where the reader was advised: "For added flavor stir in a little onion, green pepper or other seasoning." This was a euphemism which, translated into plain language, really meant: "Throw in anything you can to overpower the damn stuff." But only the most discerning reader could have been expected to catch on immediately.

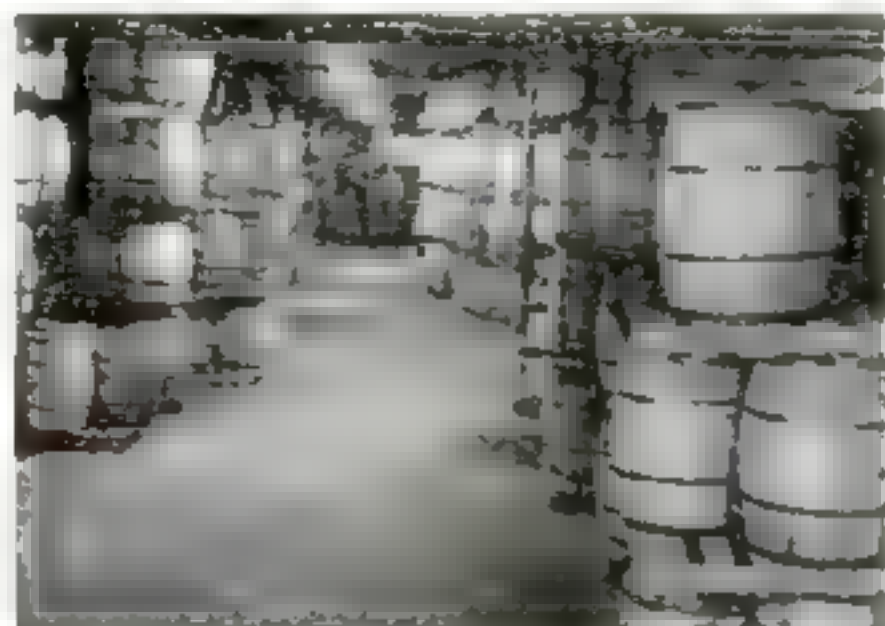
In all probability the effect of the booklet was to induce a number of housewives to rush to the market in search of dried-egg powder. Fortunately they were saved, from their own folly, for the nation's food distributors and grocers know better and refuse to have anything to do with the dried egg. Indeed it might be said that this is one area in which the old law of supply and demand still functions perfectly in an increas-

ingly artificial economy: there is absolutely no demand for dried eggs, save from those momentarily misled by the Agriculture Department's booklet, and there is absolutely no supply of them in the food stores.

The surprising truth is that the business of drying eggs—a fairly expensive process requiring churns, cooling tanks, heaters and blowers—is one of the most booming little industries of our time. There are several dozen plants that specialize in the business; they dry the eggs with meticulous care and pack them snugly in barrels or cartons which are durable and sanitary. In the last two years they have packed almost 76 million pounds worth \$98 million, and they have sold every last pound of them. The purchaser, as anybody might guess, has been the U.S. government—which is about the only institution around with both the money and inclination to buy things that nobody in his right mind would want. What does the government do with them? It spends vast additional sums to keep them dry, cold and every bit as good as the day they left the factory. Why does it want to preserve them? Well, once the government shocked a lot of conservative and frugal people by buying up shell eggs, putting them into cold storage and letting them spoil. The new method, although actually more wasteful, is less spectacular and therefore less vulnerable to criticism, chiefly because it is almost impossible to state at what point a dried egg becomes spoiled.

In many ways the dried egg is just an especially revolting example of our farm policy, a peculiar type of economic and political insanity which was conceived in haste in 1933—without ever considering its long-term implications—and has since been revised only in the direction of making it bigger, more expensive and more grotesque. In brief our farm policy has been

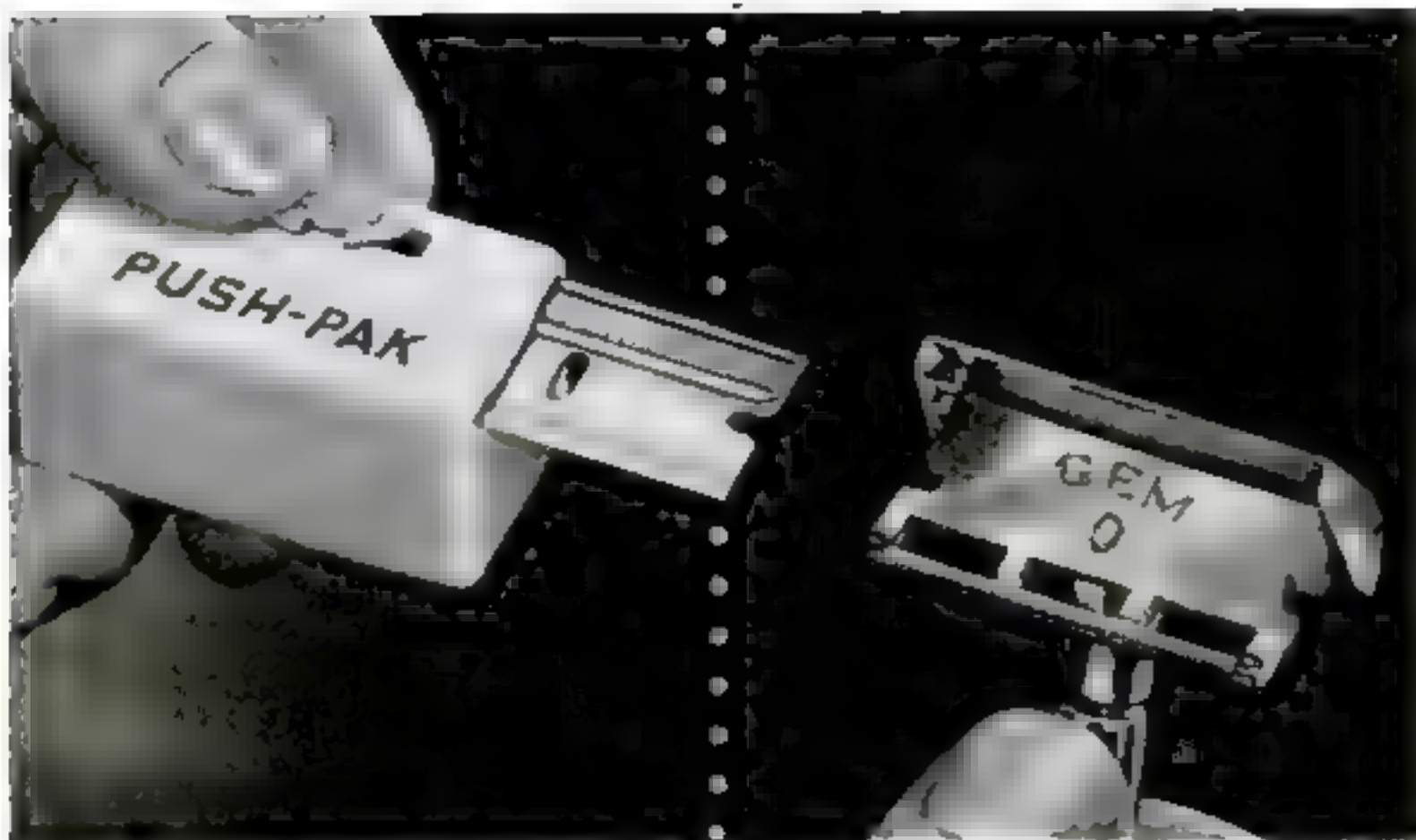
based on the unprovable and highly dubious assumption that the farmer will positively starve to death and thrust the whole nation into a depression unless the government guarantees him much higher prices than his produce is really worth. To keep up prices the government steps in and buys the surpluses of eggs and almost everything else or lends the farmer an equivalent



SURPLUS DRIED EGGS cost U.S. \$158,000 a year for storage in a giant cave at Atchison, Kan.

CONTINUED ON PAGE 118





A FRESH BLADE : A CLEAN SHAVE IN A **FLASH!** : IN A **FLASH!**

NEW GEM PUSH-PAK ends unwrapping! No jamming! No dulling contacts! Exclusive window-end shows number of unused blades left! With 10 of those keener, heavier Gem Blades that outlast all others...49¢

NEWLY ADJUSTED GEM RAZOR gets whiskers at the base! Once over and you're clean! Twist! Gem opens! Twist! Gem closes! Simple to load and rinse! Complete with Push-Pak of 10 Blades... 98¢

GEM GUARANTEES: Once over and you're clean...or your money back

Switch to **GEM** avoid '5 o'clock Shadow'

PRECISION **ASR** PRODUCTS



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IN STYLES LIKE DADDY'S

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Twigs Tusome in Blue and Brown overtones. All wool Blazer Jacket with contrasting trousers of wool and rayon blend Gabardine. About \$13.95.

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POLITICAL THINKING, i.e., fear of the farm vote, is one thing that keeps policy in the financial stratosphere.

THE GREAT GLUT CONTINUED

amount of money for keeping his surplus foodstuffs under lock and key. This takes some large-scale financing: at the moment it has the government in the hole to the extent of about \$4 billion, spent outright or tied up in loans on food which may never get to the market.

Tossing the money around obviously makes the farmer much richer than he would otherwise be, but the result is achieved at the direct expense of the nonfarmer, who gets his pockets picked from both sides. On the one hand the nonfarmer has to pay higher prices for everything he eats—for example, his breakfast eggs. On the other hand he has to pay higher taxes to furnish the money the government is spending to buy up eggs, dry them and hide them. The operations of the policy being as complicated as they are, there is no exact way of tracing down all its financial effects. But it would probably not be an exaggeration to say that the net result has been to take billions of dollars away from the nonfarmer—perhaps \$5 billion, perhaps \$20 billion, perhaps even more—and hand it to the men who run the farms. This certainly qualifies, depending on how you look at it, as either the grandest altruism or the grossest robbery in all history.

The farm policy has also created a paradoxical situation which practically obliges the government to pray for hailstorm, flood, drought, corn borers, crows, locusts and all the other things which have been the traditional enemies of the farmer. A year of bad weather and pestilence is good for the farm problem because it enables us to dip into the surpluses and save money. A fine year of sunshine and rain is bad because then the surpluses pile up larger than ever, and the government has to spend money like crazy. Although everybody complains of the high cost of food and many people cannot afford to buy all they need, the fact is that we as a nation are up to our armpits in food. Some day, unless we are saved by a major disaster, we will probably smother in it; the logical upshot of our policy is a nation in which everybody is too busy building storage space for our surplus food to do anything else. In a queer reversal of history abundance has become a curse.

High cost of a hole in the ground

THE dried eggs, all 76 million pounds of them, are a case in point. What would you do if you owned that many eggs—which are bulky enough to fill 12 freight trains of 60 cars each? The government hardly knows what to do either. It has stuck the biggest single batch of them, around 15 million pounds, in an old quarry in the side of a hill near Atchison, Kan. The quarry, which forms a sort of monstrous cave with three miles of corridors and 600,000 square feet of floor space, is a natural storage plant with thick limestone walls and a cool frosting of salt deposits on the ceiling. Yet for all these advantages it still needs a lot of refrigeration machinery to keep it at just the right temperature. The government has to buy about \$22,000 worth of electricity a year to keep the machinery going and has to spend another \$136,000 a year on salaries for the workmen and incidentals. In other words the cave costs \$158,000 a year, even disregarding the close to \$2 million that the govern-



WISFUL THINKING, i.e., how to solve two of the nation's big problems at once, is intriguing but impracticable.

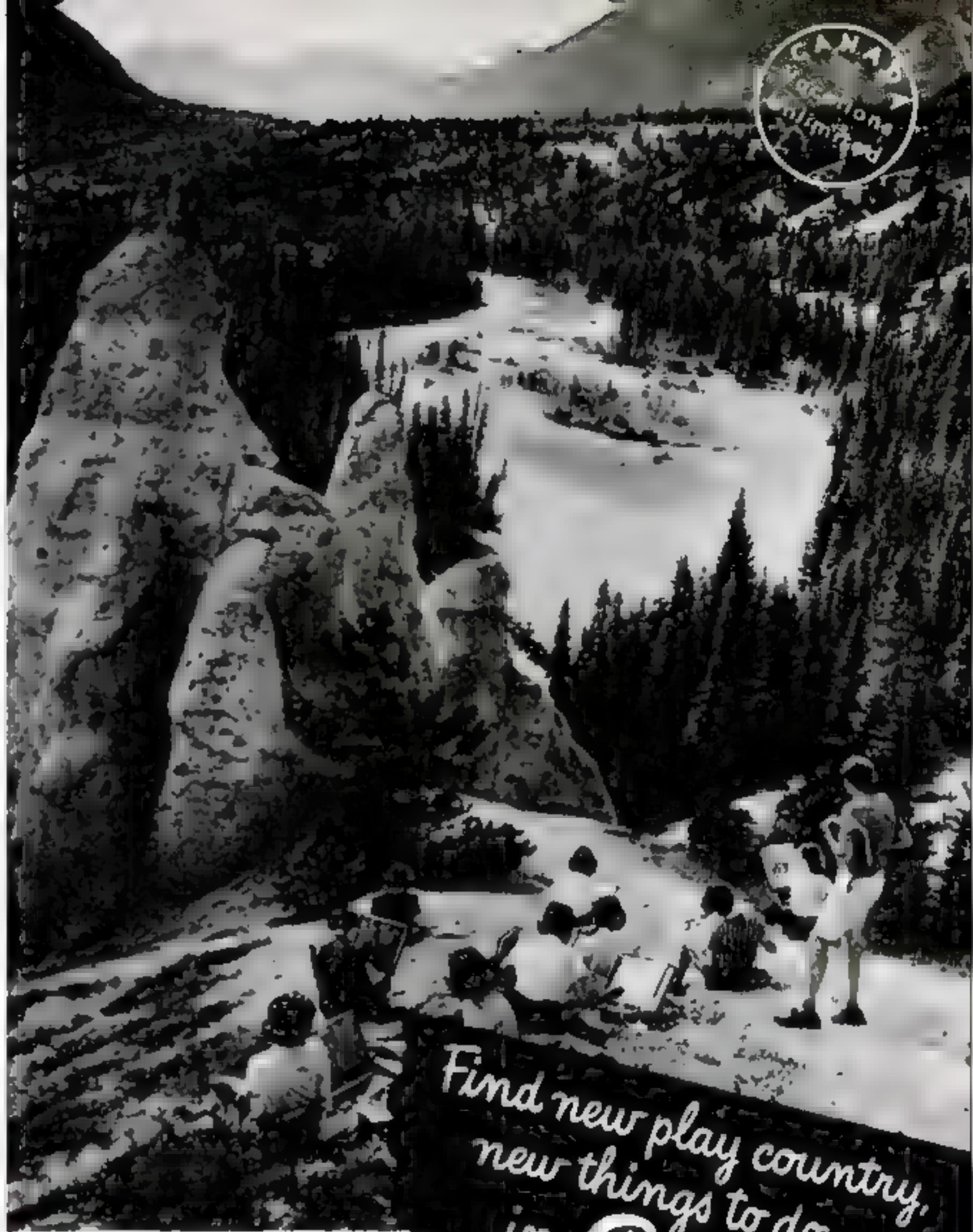
ment had to invest to install the machinery and the concrete floors. Nevertheless the government brags that this is much less than it would cost to keep the eggs anyplace else, which gives a rough idea of what storage on the other 61 million pounds amounts to.

Potatoes are another item which has caused considerable worry and embarrassment, not to mention a \$500 million drain on the Treasury. To begin with, the experts made a terrible mistake when the government first got into the potato-buying business: they announced that they would spend their cash only for the best or No. 1 grade potatoes. The effect of this was to drive the No. 1 potato right out of the grocer's bins; for months it was impossible for the housewife to buy a really good potato because the government had them all. This error was finally corrected by an announcement that the government would henceforth be less finicky, and the No. 1 potato went back into circulation. In the meantime, however, the government's surplus potatoes were piling up higher and higher, and the Agriculture Department therefore asked farmers to plant fewer acres. The farmers obliged by planting the rows closer together and throwing on better fertilizer. Soon we had more potatoes and were growing more new ones than ever before.

In the pain of this crisis some official got the idea that all might be healed by dehydrating the potatoes, just as we have been drying eggs. This sounded fine, but it soon was learned that, even if you can get all the potatoes free, it still costs more to dehydrate a potato than a dehydrated potato is worth. The Agriculture Department then sprayed blue dye on its sacks of potatoes, to keep them from being sold for human consumption, and dumped them back to farmers for use as animal feed and fertilizer. But the dye colored only the top potatoes in the sack, and there grew a strong suspicion that many farmers simply threw away the colored ones and sold the others right back to the government, thus cashing in a second time. Finally the government offered to sell its surplus to needy foreign countries at 1¢ per 100-pound sack, one of the greatest bargains ever recorded. Unfortunately potatoes are so difficult and expensive to ship that even at this remarkable price there was trouble finding takers; the best customer was a man from Spain who said he could use 50,000 tons, chiefly because the sacks in which they were packed would be worth around 30¢ each in his country. There things stood until last month, when the government's stocks had mounted to 50 million tons and everybody was getting desperate. Then the Agriculture Department found a new method to dye the potatoes with a colored salt that is supposed to seep down into the sack and touch every single one. It now appears that the potatoes will all be used for hog feed or dumped into fields to rot into fertilizer. Potatoes aren't really much good as fertilizer, but even so this is probably the best possible solution because the potatoes were bound to rot anyway and an outlying field is the ideal place.

In addition to the dried eggs which will never be eaten and the potatoes which will rot, the government has accumulated a vast amount of other stuff. Most of it, fortunately, is more edible or useful than the dried egg and less prone to spoilage than the potato; in fact it is perfectly good farm produce and would be very useful to have if only someone could figure out what to do with it. To put the size of the surpluses into everyday terms, the government has enough:

CONTINUED ON NEXT PAGE



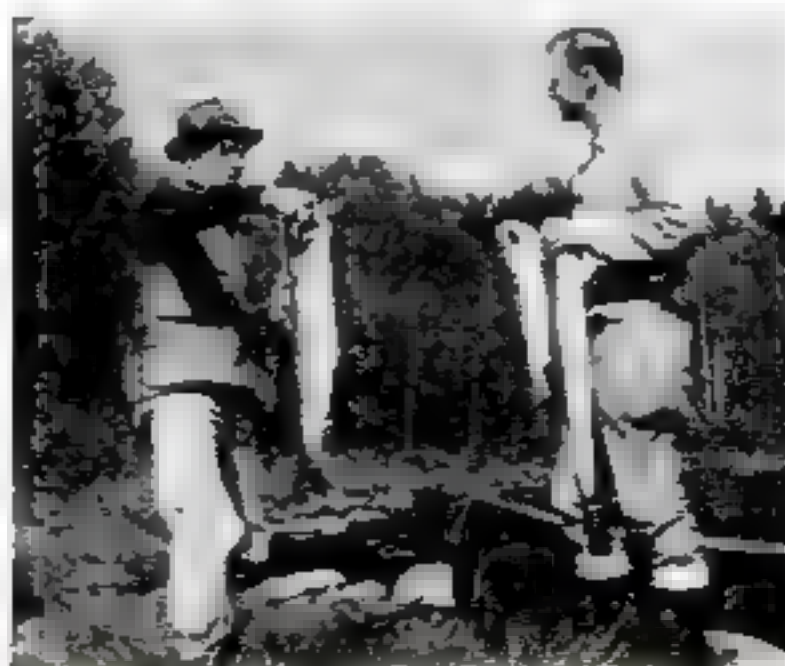
Beauty is all about you in Canada's Rockies — beauty that takes your breath away, and adds a plus to all your play... golfing, riding, motoring, fishing.



Live in a swim-suit by the sea. Soak, sunbathe, go deep-sea fishing in Canada's ocean provinces.



Historic rivers, "picture" coasts make a scenic setting for your carefree vacation effort.



Make up a party—paddle off into choice fishing country for salmon, trout, bass, musky.

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Your vacation fun takes on exciting new flavour, over the border in Canada. The great outdoors is just minutes away from friendly "foreign" cities. National Parks, protected and unspoiled, are vast wild-life sanctuaries. Ocean beaches, mountain playgrounds, woodland beauty spots all invite you to get really away — this year—for swimming and sailing and fishing and golf in a land where you're never a stranger, always a guest. Start planning that away-from-home vacation now. Write for information or use the coupon below.

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2. A million square miles of scenic playground.
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5. Lots to do — sports, recreation, sightseeing.
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Please send me your illustrated book,
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Town.....State.....
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HARD RUBBER
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Packed in individual
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A type for
every purpose
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Sold everywhere



MOUNTAIN OF COTTONSEED in Texas, estimated at about 25,000 tons, dwarfs men. It was piled outdoors because all indoor storage space was used up.

THE GREAT GLUT CONTINUED

WHEAT to bake 12 loaves of bread for every man, woman and child in the world.

CORN to make all the cornstarch, corn sugar, corn syrup and corn oil that the U.S. will use in the next five years.

BUTTER to bake a birthday cake for every child under 15 in the U.S. for the next 10 years.

COTTON to produce 54 house dresses for every U.S. woman.

PRUNES to give every member of Congress a dish for breakfast until approximately September of the year 3239.

The government now also has considerable amounts of such other items as dried milk, turkeys, beans, grain sorghums, soybeans, cheese, wool, rice and linseed oil. All in all it has so much stuff on hand as to make the giant A. & P. grocery chain, which it is trying to prosecute under the antitrust laws, look like a little cross-roads store by comparison. Just the storage costs on the food run to \$237,000 a day, or \$85 million a year, and what will ever become of it all nobody knows. The government cannot throw the goods on the U.S. market without pushing farm prices down beneath the level at which it is committed to support them. It cannot sell the goods abroad because it has priced most American farm produce out of the world market, and foreign countries are short on dollars anyway. In fact it cannot do anything—except watch the surpluses grow and count them periodically to see how bad things are getting.

We've improved at making trouble

WE started building up our surpluses in the '30s, almost as soon as the artificial price supports were propped under agriculture, and were headed for serious trouble until the war came along and used up the excess production. Once the war was over we started right in again, only this time we moved much faster. The farm, like manufacturing, has just had a second shot of the industrial revolution, thanks to all the scientific and technological advances of the last 10 or 15 years. Thanks to new machinery, new seeds, new fertilizers and new insecticides the farmer and the land have shown a rapid and spectacular increase in production. In the years from 1900 to 1940 the number of people whom one farmer could feed rose only very slowly, from 8 to 11. Then from 1940 to 1945 the number jumped from 11 to nearly 15, a matter of about 35% in five years. Some experts actually believe that the science of farming has now reached a point where there can be no such thing as a major crop failure. In a sane world this would be viewed as a matter for loud hosannas; in the crazy world of farm policy it means only more and bigger trouble.

To a very great extent all our troubles are simply a case of how far politicians will go to get votes. Farmers make up about a sixth of the voting population and are—or at least seem to be—a much more cohesive group than are, say, mechanics, carpenters, little businessmen, lawyers, truck drivers or even housewives. Moreover



mom makes 'em
MIGHTY

when she adds scrumptious Cocomalt to the breakfast menu! Cocomalt gives boys and girls extra pep for work and play. Its extra vitamins and minerals help build strong bodies and sturdy bones. Kids love that Cocomalt flavor, hot or cold.



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5¢

CONTINUED ON PAGE 122

NEW 1950 ANNUAL CONTEST OF THE DISABLED AMERICAN VETERANS SERVICE FOUNDATION

\$100,000

IN CASH PRIZES YOU MAY WIN \$50,000.00

HERE IT IS—the 3rd great annual contest of fun and skill brought to you by the Disabled American Veterans Service Foundation. Once again \$100,000 in cash prizes MUST be won. Of this huge sum, as many as 3 cash prizes totalling \$50,000 may be yours... in return for a good deed and your skill in puzzle-solving.

Study the Official Puzzle on this page, but first read the instructions and see how we have solved for you a similar puzzle. Then send in your solution fast! That's the way YOU may become rich—by winning as much as \$50,000!—and an extra prize of a new Plymouth Convertible for fast action. So don't delay! Start TODAY!

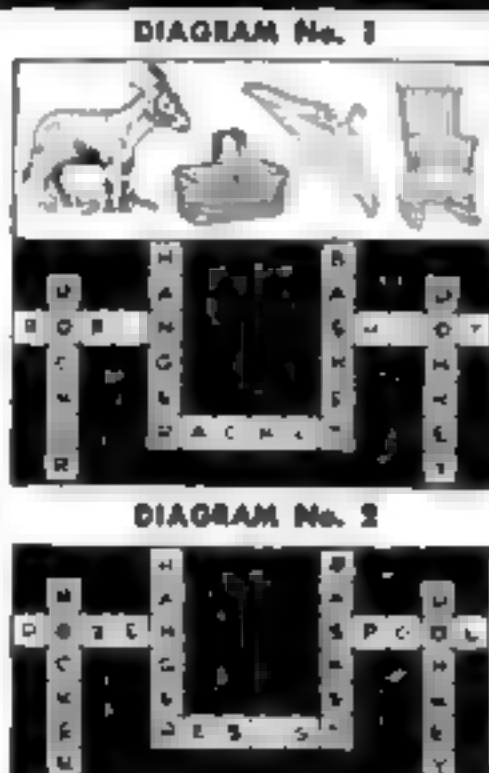
**3
PRIZE GROUPS
WIN A PRIZE
IN EACH GROUP!**

GROUP NO. 1		GROUP NO. 2		GROUP NO. 3	
1st Prize	\$5,000.00	1st Prize	\$15,000.00	1st Prize	\$30,000.00
2nd Prize	\$1,500.00	2nd Prize	\$3,500.00	2nd Prize	\$7,500.00
3rd Prize	\$750.00	3rd Prize	\$1,750.00	3rd Prize	\$3,500.00
4th Prize	\$500.00	4th Prize	\$1,250.00	4th Prize	\$2,500.00
5th Prize	\$200.00	5th Prize	\$500.00	5th Prize	\$1,000.00
6th to 8th Prizes, each \$100.00. 9th Prize, \$50.00. 10th Prize, \$40.00. Next 20 Prizes, each \$25.00. Next 50 Prizes, each \$15.00. 254 additional Prizes, each \$5.00.		6th to 8th Prizes, each \$250.00. 9th Prize, \$135.00. 10th Prize, \$125.00. Next 20 Prizes, each \$75.00. Next 50 Prizes, each \$25.00. 254 additional Prizes, each \$15.00.		6th to 8th Prizes, each \$500.00. 9th Prize, \$250.00. 10th Prize, \$200.00. Next 20 Prizes, each \$150.00. Next 50 Prizes, each \$50.00. 254 additional Prizes, each \$30.00.	
Total		Total		Total	
\$10,240.00		\$29,570.00		\$59,570.00	

FOLLOW THESE INSTRUCTIONS → SOLVE THIS DAVagram PUZZLE →

- Identify the six objects at the top of the puzzle. (The name of each object is a six-letter word. There are therefore 36 letters in the six names.) In so doing you must use only 16 different letters of the alphabet in the 36 letters you use (10 letters of the 26 in the alphabet not being used).
- See the table of letter values below the puzzle. Each letter is worth a certain number of points. If you have exactly named the objects as instructed you will find that the total value of the 36 letters that spell out the six names of the objects is 931 points. If you don't arrive at 931 points then try again, for the 36 letters (comprising 16 different letters of the alphabet) must add up to 931 points.
- Now your job is to place these six words, correctly spelled, into the shaded letterpaths, each of which has space for six letters. You can place any one of the six words in any one of the shaded paths. Each word must read from top to bottom or left to right.
- You will now note there are 13 empty white squares remaining in the diagram. Now you must insert letters of your own choosing into those 13 white squares and by combining these letters with the interlocking letters you have already filled into the gray squares, spell out 5 extra, different, complete words. Each of these 5 extra words, too, must read from top to bottom or from left to right.
- Of course, it is easy to fill in 13 extra letters which in combination with the letters in the gray squares will spell out 5 extra different words (a total of 11 differently spelled words), but remember your job is to use 13 letters that will give you a high score when the value of those extra letters (as shown in the table of letter values) is added to the 931 points you will have already earned if you identified the pictured objects correctly.

SEE SAMPLE PUZZLE BELOW And Read How We Solved It!



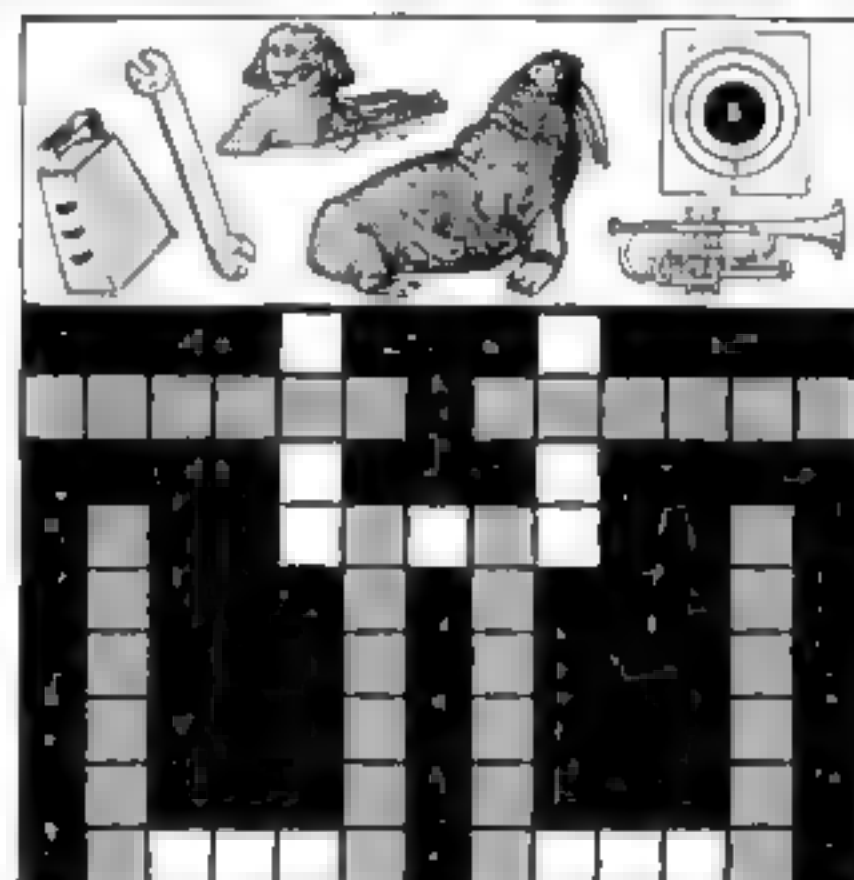
We have worked out here a typical puzzle to show you how to go about solving DAVagram puzzles of this kind, and we have also worked out alternate answers to get higher scores. Read below, then try your skill on the Official Puzzle.

First, we identified the objects pictured: DONKEY, BASKET, HANDEL, BANANA, and then we added up the value of all the letters in the names of these four objects (using the table of letter values given for the Official Puzzle) and found the total was 574 points. Next, as you can see in the first diagram, we filled in these four names in the four shaded paths and then added 10 extra letters which gave us three extra words: ROBIN, BAKET, KNOT. These 10 extra letters which we had filled into the white squares had a total value of 256 points, thus giving us a total score of 830 points when added to the letters we had filled into the shaded squares.

We felt we could do better by a little further work, so with some thought we changed our 10 extra letters and got three different extra words, as you can see in Diagram No. 2. We changed ROBIN to DUCK, BAKET to KNOT, and KNOT to KNOT. We thus attained a total of 251 points for the 10 extra letters we filled into the white spaces, giving ourselves a total score of 825 points.

Of course there are only two possible solutions and perhaps we might have done even better by shuffling the four identified names around into different shaded letter paths. Now, if you get the idea, why not try your hand at the Official Puzzle.

OFFICIAL PUZZLE & ENTRY FORM



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TABLE OF LETTER VALUES

A-32	F-25	K-12	P-21	U-14
B-19	G-22	L-34	Q-13	V-10
C-27	H-11	M-17	R-29	W-18
D-26	I-16	N-31	S-30	X-15
E-23	J-24	O-28	T-33	Y-9
				Z-20

**My Score is
POINTS**

It is important that you be careful in adding your score. Mistakes may cause you to lose out. Enter right away for you may improve your score by sending substitute solution later free of extra cost. YOU MUST SEND IN THE COMPLETE PUZZLE. DO NOT DETACH FROM THIS ENTRY. MAIL TODAY!

To the DAV SERVICE FOUNDATION
\$100,000.00 Puzzle Contest
Dept. 241, Washington 6, D. C.

FULL LIST OF WINNERS
WILL BE SENT TO ALL
CONTESTANTS AFTER
FINAL RESULTS

I enclose herewith \$ contribution to the DAV Service Foundation. Enter me in your contest. I have filled in the diagram above and at left above have also filled in the score achieved by me in solving the Official Puzzle. [Please check prize group or groups you are entering.]

- Enter me in Prize Group No. 1.
First Prize \$5,000.00.
I enclose a contribution of \$2.
- Enter me in Prize Group No. 2.
First Prize \$15,000.00.
I enclose a contribution of \$5.
- Enter me in Prize Group No. 3.
First Prize \$30,000.00.
I enclose a contribution of \$10.

Notes: Donations should be made payable to the DAV Service Foundation. Please send check, money order or postal note only. Do NOT send cash.

NOTE: You may enter any one, two or all three prize groups depending on the amount donated. The following shows how a contestant can qualify for the various prize groups.

Group No. 1 (\$5,000 First Prize) \$2 contributed
Group No. 2 (\$15,000 First Prize) \$5 contributed
Group No. 1 and 2 (\$20,000 combined first prizes) \$7 contributed
Group No. 3 (\$30,000 First Prize) \$10 contributed
Group No. 1 and 3 (\$35,000 combined first prizes) \$12 contributed
Group No. 2 and 3 (\$45,000 combined first prizes) \$15 contributed
Group No. 1, 2, and 3 (\$50,000 combined first prizes) \$17 contributed

It is understood you are to send me an Official Receipt for my entry and donation and an Official Substitute Solution Form on which I may submit (free of cost) a better score for the puzzle if I find I can improve my score any time prior to the final closing date for substitute solutions. (See Rule 2.) I have read the rules of the contest and agree to abide by them.

SIGNED

NAME

Please Print Plainly

ADDRESS

CITY

STATE

If you have previously entered this 1950 DAV \$100,000.00 Puzzle Contest, DO NOT USE THIS FORM for submitting a substitute answer. Please be patient until you receive your Official Substitute Solution Form with your Official Entry Number (shown 2 to 3 weeks depending on distance from Washington, D. C.). Additional copies of this official puzzle and entry form will be sent free on request when accompanied by self-addressed stamped envelope. (Address Dept. 241) TO BE ELIGIBLE FOR PLYMOUTH CONVERTIBLE ENTER BY MARCH 10, 1950

EXTRA PRIZE FOR ACTION!

You May Also
Win a 1950
PLYMOUTH
CONVERTIBLE
If you act fast!



To become eligible for this extra award, your original entry must be postmarked before midnight, April 10, 1950. Your best solution (original or substitute) will then be judged in competition with those submitted by all other contestants who meet this deadline and who have not been awarded an automobile as an extra prize. If it ranks highest (in case of ties, official contest rules apply) you will win a brand new 1950 Plymouth Convertible. In addition you may be one of the cash prize winners. So don't put it off—send in your entry now!

Help Us to Help America's Disabled Veterans

Incorporated by special Act of Congress, the DAV needs funds to help rehabilitate America's 2,500,000 disabled war veterans—to help them to obtain needed claim evidence, service connections, medical care, hospitalization, vocational training, and suitable employment... yes, even to solve personal problems.

It is for these services that the Foundation again solicits your support. Yes, your contribution is needed and you will be happy to know that every penny of the net proceeds of this contest (after paying for the prizes, advertising and all other necessary expenses) will be used by the Foundation and by the DAV to continue its work.

Act on this golden opportunity now. Read the Entry Form and read the rules. Then try your hand at solving the Official Puzzle printed here. Note that you may send in a higher score free of charge later on if you find you can improve on the solution you now send in. So there's really no reason to delay. The important thing is to get into the contest now and put in your bid for your share of the prizes.

THE OFFICIAL RULES

Please Read
Carefully!

- \$100,000.00 will be awarded in accordance with the instructions, official prize list and these rules to the contestants who achieve the highest scores in solving the Official Contest Puzzle. This sum will be awarded in three prize groups: Group No. 1 with a first prize of \$5,000.00; Group No. 2 with a first prize of \$15,000.00; Group No. 3 with a first prize of \$30,000.00. Each group has an additional list of 333 prizes each, making a total of 1002 prizes in all. (See official list of prizes.)
- To enter, a contestant must send with his answer a donation to the Disabled American Veterans Service Foundation. \$2.00 is required to enter Group 1; \$5.00 for Group 2 and \$10.00 for Group 3. A contestant may compete in any one, two or all three prize groups and, after entering, may transfer from one group or groups to another (or others) by submitting the required additional donation prior to the deadline date shown in Rule 6.
- Each prize group will be judged separately. The contestant who submits the highest valid score in Group 1 will be entitled to first prize in Group 1. Second prize in Group 1 will be awarded to the contestant with the second highest score submitted in that list and so on until the 334 prizes in Group 1 have been awarded. Prizes in Groups 2 and 3 will be awarded similarly.
- In the event of ties in any group (which seems likely, since this is a large national contest), as many prizes will be reserved in that group as there are tied contestants, before any prizes are awarded for lower scores. To break such ties these tied contestants will be required to send in solutions to a series of five tie-breaking puzzles. The solutions to puzzle No. 1 in this tie-breaking series will be judged first. If this is not sufficient to break all ties and permit awarding of all the tied-for prizes, then the solutions to puzzle No. 2 submitted by the remaining tied contestants will be judged. If this still remains,

- solutions of the still tied contestants to puzzle No. 3 will then be judged and so on, if necessary, to puzzle No. 5. This may mean that puzzle Nos. 2 to 5 may not have to be judged. (It is worth noting that in the two previous DAV Service Foundation Contests first prizes of \$35,000 and \$50,000 were awarded in each case as the result of judging only puzzle No. 1 in the first tie-breaking series.) However, if further needed to break ties a second, third or even a fourth prize may be used. All tie-breaking puzzles will be similar to the original puzzle with clearly identifiable objects, though the objects will be more difficult and more numerous. Partial credit may be given for partial solutions. Tie-breaking puzzles will be judged on a winner basis as the original puzzle. The contestant for solving and mailing back the first series of tie-breaking puzzles (if needed) will be not less than 14 days from the date of mailing to tied contestants, and therefore all tie-breaking puzzles will be released in the mails on a schedule so timed that they should arrive on the same day for each tied contestant; and for the second, third and fourth series (if needed) not less than 3 days each will be allowed. Tied contestants will not be required to make any additional contributions. Should final ties remain after the fourth series of tie-breaking puzzles, each tied contestant will receive the amount of the prize for which he or she is still tied.
- The contest is open to any resident of the Continental United States except employees of the DAV and its subsidiary units, the DAV Service Foundation, its advertising agency, its service organization, or members of their families. Also excluded is anyone who has won \$500.00 or more in cash or kind awarded in any other contest prior to entering this contest, or any member of his or her family. Every possible precaution will be taken to enforce this provision. Only one member of a family may compete. All en-

- tries must bear a bonafide permanent home address in the Continental United States to which all contest mail will be sent. Where a contestant changes such permanent home address, the DAV Service Foundation should be notified immediately. The Foundation can, in no case, assume responsibility for delivery of mail. In view of the uncertain address of members of the Armed Forces on active duty, and the consequent delay in mail delivery, the contest of necessity is not open to them.
- Each contestant will be mailed an acknowledgment and an entry number upon receipt of his or her solution to the Official Puzzle, which solution must be submitted on an Official Entry Form and must be accompanied by a contribution of \$2.00 or more. At no extra cost, one substitute solution can be submitted on the Official Substitute Solution Form which will be sent to each contestant and which will carry the entry number registered in the contestant's name. In working out and submitting puzzle solutions, contestants must follow the instructions accompanying the puzzle. Neatness does not count, but unsigned or illegible entries, or entries so unclear as to be confusing, will not be considered, and solutions accompanying such entries will be returned upon request after judging is completed. Where more than one entry is submitted by an individual his or her highest valid score will be considered only in that group or groups in which that score is entered. That score will serve to compete in any one, two or all three prize groups, depending on the amount donated with that particular entry. An individual may win one prize in each prize group.
- In solving the puzzle, practically any word that fits may be used. A contestant will not receive more points than claimed on more than one word. Therefore, please use care in totaling your score. Do not use any hyphenated word or form, prefix, suffix or combining form, abbreviation or contraction. The final word source authority for this contest will be the Merriam-Web-

- ster New International Dictionary, Unabridged, Second Edition (last printing from 1947 through '50) and (with the exceptions noted) any word may be used provided it actually, completely appears in bold-face type anywhere on any page within the A-Z main alphabetical section of the above dictionary. No plural or other inflectional form is acceptable unless it appears in bold-face type. No word that appears only as part of a two or more word phrase or expression (such as "merry" in "chop-a-merry") is admissible. The names and definitions of the objects are also covered by this entire rule.
- The DAV Service Foundation will not enter into any individual correspondence concerning the eligibility of any word for use in solving the puzzle. But the failure of any contestant, after request by the DAV Service Foundation, properly to identify the page-source of a questioned word, may make said word inadmissible.
- All entries must be sent by mail to: DAV SERVICE FOUNDATION \$100,000 3rd Annual Puzzle Contest Washington 6, D. C. and must be postmarked before midnight, May 1, 1950, and received before 5 P. M., May 15, 1950, to be eligible for consideration. However, an extra 60 days from these dates is allowed for the mailing and receipt of substitute solutions and additional donations to transfer from one group or groups to another group or groups. The DAV Service Foundation will not be responsible for lost or delayed communications or for clerical or mechanical errors and each contestant by the act of sending in an entry agrees to be bound by the rules and instructions and, in any event, with the decision of the DAV Service Foundation and/or its Committee on Awards on any and all matters affecting the contest.
- Any contestant who accepts help of any kind from any one (same family or household excepted) will be disqualified. Sworn statements to this effect will be required from all winners and every reasonable effort will be made to enforce this rule.

Just the thing to **ADD** fresh
COLOR and
LUSTRE to
your hair
after a shampoo
or home permanent



For you who do your hair at home, Lovalon is a must. It rinses gorgeous fresh color into your hair. Gives hair sparkling highlights, leaving it attractive, soft and manageable. Blends in yellow, grey streaks. Lovalon comes in 12 flattering shades... has none of the disadvantages of a dye... washes out with each shampoo. No dull, drab hair when you use Lovalon. Try it—today.

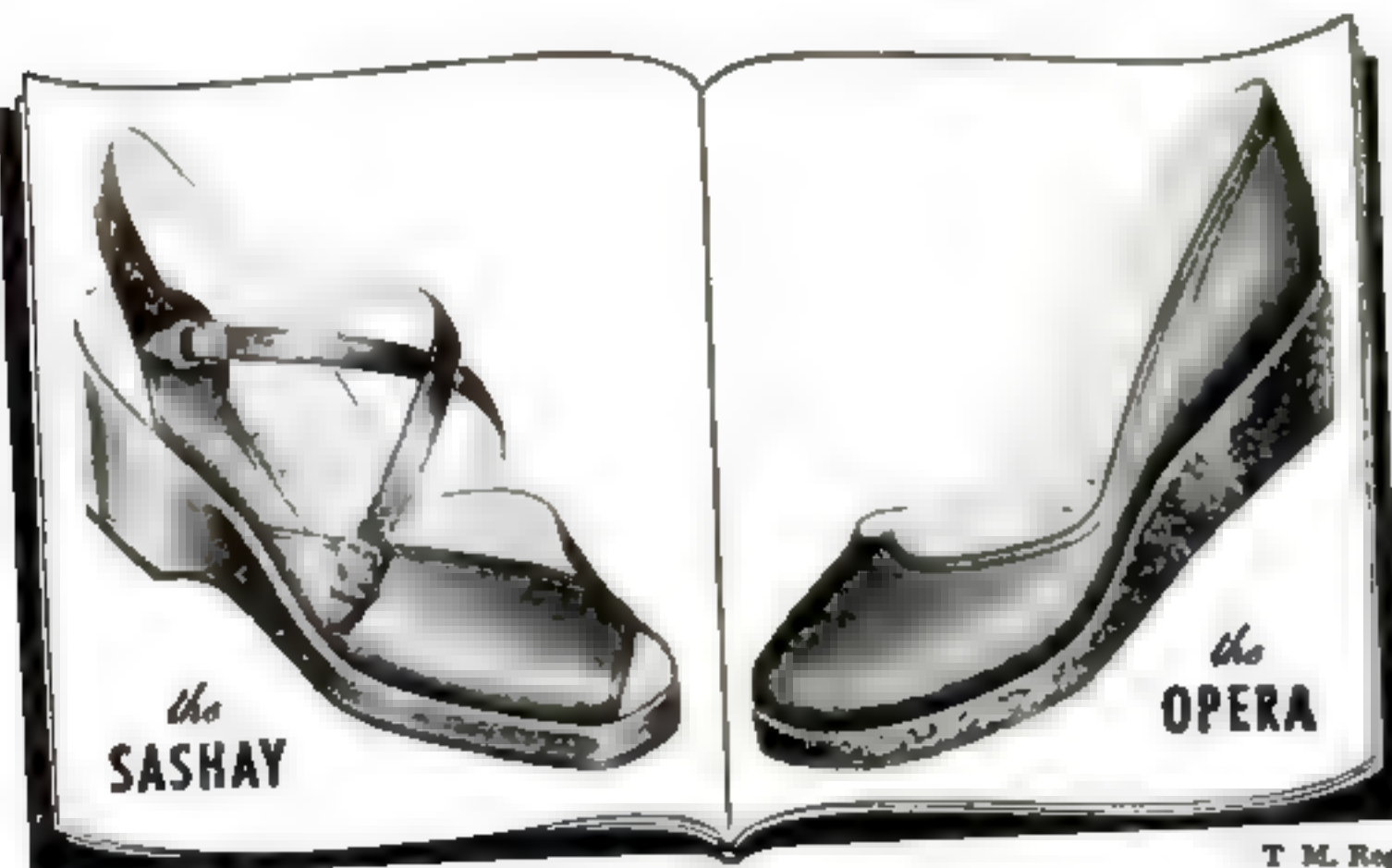
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Newest low-down on loveliness—Kickerinos styled for cavorting and careering, for teaming comfort with the youngest ideas afoot. Typical of the new look are lattice straps and slumping new trim pump, above. Enough other styles for a centipede—almost! All foot-easy fun to wear—hard to out-wear, too! All Kickerinos in many colors and combinations—smooth leathers, pastel colors, suedes, imported linens and straws. At fine stores everywhere. Write—we'll tell you where. No mail orders please.

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SURPLUS POTATOES get coat of blue dye to make sure they will stay off the market. Farmers can now buy them back cheap for fertilizer or hog feed.

THE GREAT GLUT CONTINUED

they are represented by some expert lobbyists employed by such powerful organizations as the American Farm Bureau Federation, the National Grange and the National Farmers Union. They keep up so much pressure on Washington that most congressmen and senators are politically cowed by the farmer and will gladly grant anything he wants, seems to want or might possibly want if he thought of it. The big farm vote for Truman in 1948, which seemed to indicate that despite their Republican tradition the farmers were unwilling to risk any of their current prosperity by changing administrations, did nothing to diminish the terror of the politicians.

When the modern price support system started, it was limited to just a few of the big crops, and the goal was to keep their prices at a modest percentage of parity, a word that always keeps coming up in discussions of the farm problem. The people who invented the parity formula figured that the farmer had been pretty well off in the period from 1909 to 1914 (the golden age of U.S. farm prosperity), and that his status in those years should be taken as the ideal. They then figured out how much farm commodities were worth in those days in terms of what they could be exchanged for: they determined how many work shirts, spades, bags of fertilizer and machines the farmer could buy with the money he got from selling 1,000 bushels of wheat at the 1909-14 price of around 88¢ a bushel or from selling 100 bales of cotton at the 1909-14 price of around 12¢ a pound. Thus the parity price of wheat or cotton became the figure which represents the same purchasing power as in the golden era.

Everybody gets into the act

FROM these modest beginnings the farm program expanded rapidly. The egg farmer, the soybean farmer and the grower of grapes clamored to get in too, and the government practically fell over itself obliging them. The list of supported commodities grew to the point where it now includes practically everything that comes out of the ground. The support price rose all the way to 90% of parity, where it stands now for practically all basic items. Part of this increase was due to wartime conditions, when there was a genuine need for encouraging farm production at any cost, but most of it was just an attempt to keep the farmer so showered with blessings that he would never be able to say, "But what have you done for me lately?" The special wartime inducements for agriculture have been extended practically *in toto* by the Congress and are still in effect four years and six months after the last shot was fired.

Occasionally the congressmen utter some brave words of rebellion, but these uprisings follow peculiar sectional lines and never come to anything in the last analysis. Senator Elmer Thomas of Oklahoma, for example, once got disgusted with the whole egg situation and asked indignantly if it would not have been better for the government to bury its eggs in a hole in the ground, instead of going to all the expense of drying and storing them. But Senator Thomas

is interested in cotton rather than eggs. Senator George Aiken of Vermont once wrote a bill which would have cut all the price supports to a more sensible level. But when it was suggested recently that the whole potato program be abandoned, Senator Aiken was fast to come to the aid of his New England potato growers. Senator Scott Lucas, coming from Illinois, gets very bitter about the potato program, but he likes to see his own state's corn farmers get a break. And so it goes. When it comes to a final vote the congressmen all get together and make sure that everybody's farmers, whether they grow cotton, wheat, corn or tung nuts, get something to be thankful for.

Unquestionably a number of congressmen are honestly driven by fear of what might happen to the whole U.S. economy if farm prices (and the farmer's purchasing power) fell too far or too fast. There are indeed a lot of intriguing theoretical reasons for believing that some kind of government price support is necessary. But rarely, in any nation's economy, has theory drifted so far from reality.

Our present troubles are a good example of what happens when you try a little bit of socialism. When the program began in depression days, the idea was to control production—and thus create an artificial scarcity—at the same time prices were propped up: those were the days, it will be remembered, of plowing under the little pigs. The same principle has been continued in less spectacular form ever since, except during the war days. From time to time farmers have been urged—or been required by acreage agreements or marketing quotas—to plant less wheat, less cotton or less corn. But simultaneously the high guaranteed price has actually spurred production. So, while potato farmers have been cutting their acreage and simply planting it more intensively, others have taken corn off the land and put in soybeans instead, promptly creating a soybean surplus while they were relieving the corn surplus. By fiddling with prices, the government has neutralized the only effective natural method of bringing supply and demand together. As a result the attempts to control production have been as exasperating as trying to decapitate Hydra: as soon as you get rid of one head, two more grow in its place.

When socialism fails, try more of it

SECRETARY of Agriculture Charles Brannan recently came out with a plan that would try to solve our problems by applying more socialism instead of less. He wants a lot of really tight controls over the farmer's production, and in return he would like to guarantee the farmer an income no worse than the average of the last 10 years, that is, close to the boom levels of the war days. Under his plan the prices of all perishable commodities, which make up about three fourths of cash farm income, would be allowed to find their own level in the market place, whereupon the government would write the farmer a check for the difference between this price and what the Agriculture Department considers a "fair" price. The implications of the plan are quite startling. It would put the government in the business of underwriting the income of some 27 million citizens, at a cost so high that nobody can even guess what it would be. Its execution would also demand an official machinery so vast and intricate as to stagger the mind. It has occurred to some critics of the plan, for example, that the farmer would care very little about the price he got for his produce, since the government would make up any difference, and that therefore the middleman might have a wonderful opportunity to increase the gap between what he pays the farmer and what he charges the housewife. In that event it might become necessary to control the middleman, and Secretary Brannan might wind up with not only a cop on every farm but also a cop in every grocery store, milk truck and pushcart.

The Brannan plan has scarcely captured the imagination of the country. Even the two biggest farm organizations are opposed to it, and that means that a goodly number of congressmen oppose it automatically. But for political reasons it is so difficult to make any kind of retreat from the current chaos to more solid ground that there is no telling what might happen in the future. Once, while Secretary Brannan was testifying in support of his plan before the Senate Agricultural Committee, Senator Guy Gillette of Iowa made a significant remark. "I think we may have to come to it," he said of the Brannan scheme. "We may have to come to it in place of the confusion that now faces us." It may be that a little bit of socialism is like a little bit of pregnancy, and that Secretary Brannan is merely the prophet of the inevitable.

Perhaps, however, it would be a good idea to take another look at the farmer of 1950—who is certainly vastly different from the flat broke and mortgage-ridden fellow of 1933—and start all over from premises which bear some resemblance to current-day real-

CONTINUED ON NEXT PAGE

MAKES COFFEE
to everyone's taste



MAKES 8 FULL CUPS

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Coffeematic

Completely Automatic with Exclusive Flavor-Selector

No Guessing! No Watching!
No Bowls to Remove!
Ready to Pour Instantly!

No wonder Universal Coffeematic is the most popular of all coffee-makers! It brews coffee *automatically to your taste... signals when coffee is ready... and keeps it at perfect serving temperature* without excessive brewing. And Coffeematic is complete in itself—with no cumbersome parts to add or lift off. For the same perfect coffee time after time, simply set the Flavor-Selector at Mild, Medium or Strong. Brewing starts in seconds... delicious, clear coffee is made without boiling. Beautifully finished in lifetime Chrome... amazing in value. At leading dealers everywhere.

*Price includes Federal Excise Tax and is Fair Traded in states where appropriate Fair Trade Acts exist.

NO GUESSING
Flavor-Selector automatically assures coffee to your taste... Mild, Medium or Strong. Simply set it—and forget it!

NO WATCHING
Redi-Lite goes on automatically to signal that coffee is ready to serve.

NO REHEATING
Heat-Sentinel keeps coffee hot for hours without increasing its strength.

NO DRIPPING
Non-Drip Spout is perfect for pouring. Never a worry of dripping, spilling or splattering.





it could be
you!

These days you have to stand on your own two legs—and the better they look, the better you look. That's why we're going out on a limb (yours, of course) with Cameo stockings. They make your legs look lovelier. What more can stockings do?

BUR-MIL®



CAMEO®
STOCKINGS

THE GREAT GLUT CONTINUED

ity. It is very doubtful that we have any substantial percentage of farmers who are in danger of starving—aside from the extreme marginal farmers, especially in the South, who represent more of a sociological than an agricultural problem. There are grounds for thinking that a large number of farmers could live the rest of their days in luxury just by clipping bond coupons. They have done pretty well with those billions that the government has given them from the consumers' pockets, as well as with the money they have earned by their own efforts. As a matter of fact it can be proved that farmers are substantially better off than in the golden era about which our lawmakers still talk. The parity formula makes no allowance for the fact that each farmer can produce about twice as much as he did in 1910—a circumstance which the Congress, the lobbyists and the Agriculture Department like to ignore. When the Agriculture Department got up a report for 1948 on what *total* U.S. farm income could buy in terms of shirts, spades and tractors for the farmer—a report which it then tried its best to conceal from public discussion—the figures showed that the farmer is now 60% better off than in 1909-14.

The Wall Street Journal recently found an extreme example, in the person of a Kansan named Fred Walkemeyer, of how the war boom and the farm policy have operated in the case of a farmer with skill, persistence and good luck. Nine years ago, with \$10,000 of capital saved up as a tenant farmer, Walkemeyer bought 320 acres of wheatland. He made money rapidly, put it back into more land and machinery and today has pyramided his stake into \$391,000 worth of land, a \$45,000 house, \$60,000 in machinery, \$16,000 worth of cattle and \$30,000 in farm buildings, besides a few odd investments and cash reserves here and there. His best year for earnings was 1947—not a war year—when he made a profit of \$124,000 out of his wheat and milo maize, plus a little pin money from cattle and the lease of grazing land. Even if you just figure that the government supports accounted for 10% of the price of wheat and milo maize that year, which is a ridiculously conservative estimate, then you can say that one direct result of the farm policy in 1947 was to give Walkemeyer more than \$12,000 in cold cash. Any farmer who can accomplish what Walkemeyer did is undoubtedly an enterprising citizen and a deserving man, but you cannot help wondering if he really needed an extra \$12,000 so badly. Perhaps the great unanswered question about our farm policy is really this very simple one: How much privilege can you enjoy before you lose title to being "underprivileged"?



FARM PLAN DEBATE in Des Moines pits Secretary of Agriculture Brannan (at microphone) against Allan Kline of Farm Bureau Federation, who opposes it as making the farmer completely dependent on the government's whims. Brannan has not yet won much support for his plan from farmers, but it will doubtless be made an issue in 1950 and 1952 election campaigns.

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marine and casualty
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and surety bonds.

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ACHES & PAINS**
Alka-Seltzer

Use it also for
FAST RELIEF of
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COLD DISCOMFORTS
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MAKE MONEY . . .
and Have FUN, Too! **Sell**
Everyday
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Give these adorable Greeting Cards
Friends and be delighted with many
Birthday, Get Well, Plastic, Metal, Ice
Cream, Easter, Star, Scripture, Toy
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laxation assortments. They have \$1.00 of 14 folders in a
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"I've found out

... that character is the thing to look for in a friend—or in a glass of ale. And Carling's has a character all its own—a clear, bright flavor that makes it America's great ale!"

Randolph Scott

RANDOLPH SCOTT, well-known star of motion pictures.



"I've found out, too"

"Quote me as saying I've found no other ale or beer that comes up to Carling's for bright, clear flavor. It's a wonderfully refreshing ale, this Carling's, with a character all its own."

Myron C. Albertson

MYRON C. ALBERTSON
Salesman
Los Angeles, Calif.



CARLING'S

Red Cap ALE

BREWING CORPORATION OF AMERICA, Cleveland, Ohio

Stack 'em butter 'em syrup 'em

**LIGHTER
PANCAKES
ARE HERE**



*You and Ann Pillsbury
can make a great team*

Ann Pillsbury has developed a new lightness in pancakes, and has kept all that old-time goodness, too. Now, with this mix, it's easy for you to make really light, delicious pancakes every time.



Three original Rogers silverplated teaspoons. Exclusive Lady Ann pattern—only 50¢ and six coupon values. Send to Pillsbury, Box 150, Minneapolis, Minn. Write for free premium booklet on Pillsbury Premium Plan. Savings up to 50% on complete silverware service and other valuable articles. Extra-Value Coupons with all Pillsbury packages.



It's another great mix from Pillsbury Mix Headquarters. Marvelous for waffles, too. And for good old-time buckwheats with new lightness get Pillsbury Buckwheat Mix.

Pillsbury PANCAKE MIX

Haven't you wished that pancakes could be lighter? Most people have. And, step by step, Pillsbury has improved this famous mix until now this is the one mix in America that gives you pancakes with such wonderful lightness. Fluffy, tender. Rich, golden color. Tempting flavor. Extra tempting with butter and syrup! (Easy, just add milk.) Why not take fork in hand and sample these lighter pancakes soon!

**The real
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For Vermont Maid Syrup, our skilled blenders select maple sugar that is unusually rich and full-flavored; then blend it with cane sugar. This blend gives you, at moderate cost, real maple sugar flavor that is uniformly rich and delicious.

Enjoy Vermont Maid Syrup today on hot buttered pancakes. Your grocer has it in attractive glass jugs, ready for your table.

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**Vermont Maid
SYRUP**



Millions of bottles
are bought by men
who like that

*clear
clean
taste*

Ever try to tell somebody how
a drink of good whiskey tastes?
It just can't be done . . . not in
words! But doesn't this little
colt's eager delight as he
munches his mid-morning tidbit
make it perfectly clear what we
mean by PM's "*clear, clean
taste*"? Join the millions of men
who will call for PM this p. m.
because its *clear, clean taste*
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National Distillers Products Corporation, New York, N. Y. Blended Whiskey. 86 Proof. 67 1/4% Grain Neutral Spirits.



PHYSICISTS RIG NEW BETATRON FOR FIRST EXPERIMENT IN SUNKEN RADIATION LABORATORY. NO ONE STAYS IN ROOM WHEN THE MACHINE IS TURNED ON

THE BIGGEST BETATRON IN THE WORLD

University of Illinois builds powerful radiation machine to split atoms and study the mysterious meson

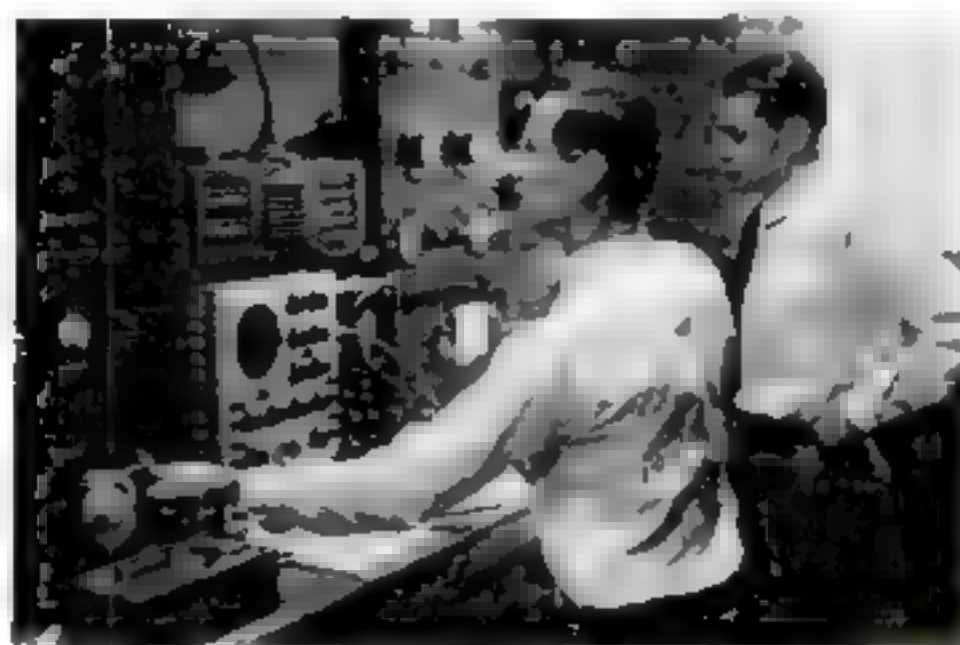
For 15 months University of Illinois physicists had been laboring in their sunken Betatron Barn to construct their massive machine. Two weeks ago it was ready, and university officials and scientists were allowed to see what had been built: a 300 million volt radiation machine, which is the world's biggest betatron.

The betatron is a device for accelerating electrons to enormously high speeds so that they may be used to split the nuclei of atoms. The new Illinois betatron has a special power supply system (left, above) which takes ordinary alternating electric current, changes it to pulsating direct current in rectifier tubes, stores the power in a bank of condensers and sends it in bursts through a complicated series of switches and voltage regulators to the betatron. Six times a second this system directs a surge of power into the betatron's 275-ton flux magnet, energizing it and setting up a pulsating magnetic field around it. In the center of the magnet is an eight-foot porcelain tube shaped like a doughnut. When free electrons are fed into this tube, they are accelerated by the flux magnet and whirl around in the tube at great speed, kept in place by six smaller focusing magnets which surround the doughnut. The electrons hurtle faster and faster around the tube until they reach a speed almost that of light (approximately 186,000 miles per second). At that

point the electrons are diverted toward a tiny tungsten plate mounted in the doughnut tube. Under the impact of the electrons the tungsten plate emits a stream of high-energy X-rays which shoot out the front of the betatron to bombard any target which may be put in their path.

The huge Illinois machine was designed by Professor Donald Kerst who, in 1940, built the world's first betatron. Unlike smaller, earlier models (next page) which are useful in treating cancer patients and in taking X-ray photographs of industrial equipment, the new one will be used exclusively for nuclear research.

In its powerful X-ray beam, matter can be bombarded with greater bursts of radiation than ever before possible (even in atomic piles), and the conditions of the experiments can be carefully controlled. Until now most theories about the complex structure of atomic nuclei have been based on speculation and indirect calculations; with the new betatron it will be possible to bombard and split atoms with great quantities of energy and to observe the results as they occur. The first assignment of the betatron has been in the study of the mysterious subatomic particles called mesons (p. 132). "To ask what we expect to find," says Dr. Kerst, "is like asking what one would expect to see if he were going to look around a corner beyond which he never before had peered. This machine will at least take us up to that corner."

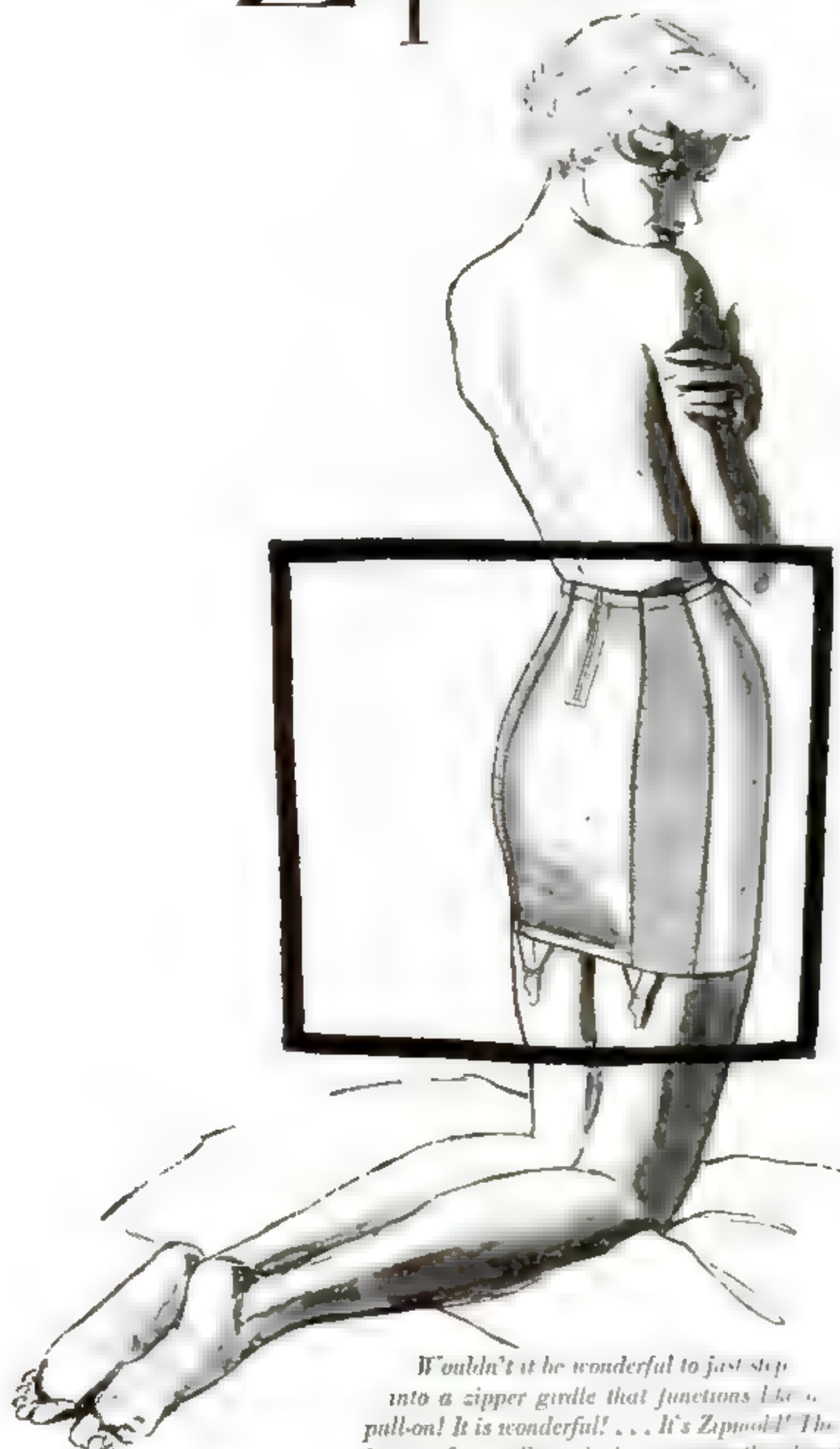


BETATRON BUILDER, Dr. Donald Kerst (front), controls machine from outside laboratory, protected from deadly rays by 20 feet of earth and two brick walls.

NEVER BEFORE

*the sleekness of a pull-on
the convenience of a zipper*

Zipmold*



Wouldn't it be wonderful to just step into a zipper girdle that functions like a pull-on! It is wonderful! . . . It's Zipmold! The dream of a girdle with the smartly placed zipper that fits to the curve of your back—and there isn't a buckle or a bulge here! Zipmold's elastic gusset under the zipper holds your girdle in place—no hooks, no eyes and no contortionist's convulsion. It zips in a flash. So, do yourself a double favor: Zip yourself in . . . Mold yourself inches in with out-of-this-world Zipmold.



the girdle with the lingerie look

Girdle illustrated—4 section, satin lined, and nylon net. White, pink, blue or black, 11 or 15 length. \$5.95

Other Zipmold girdles and panty girdles—\$3.50 to \$5.00

Available at your local store or write:
YOUTHCRAFT CREATIONS, Inc.
36 EAST 31ST STREET, NEW YORK 16, N. Y.
In Canada: Janssco Ltd.

*1/4 IN. NAT. APP. FOR **SLIGHTLY HIGHER REST OF BODIES.

Biggest Betatron CONTINUED



KERST'S FIRST BETATRON, a table-sized model which he invented in 1930, produced 25 million electron volts. He now uses it as an exhibit only.



KERST'S LATEST BETATRON looked like this last August, before wooden platform was completed and huge focusing magnets (foreground) installed around center post. In 1940 Kerst joking told friends his invention would be



KERST'S SECOND BETATRON produces 25 million volt X-rays. Now on market (price: \$90,000), this type is used to treat cancer (LIFE, Sept 5, 1949).

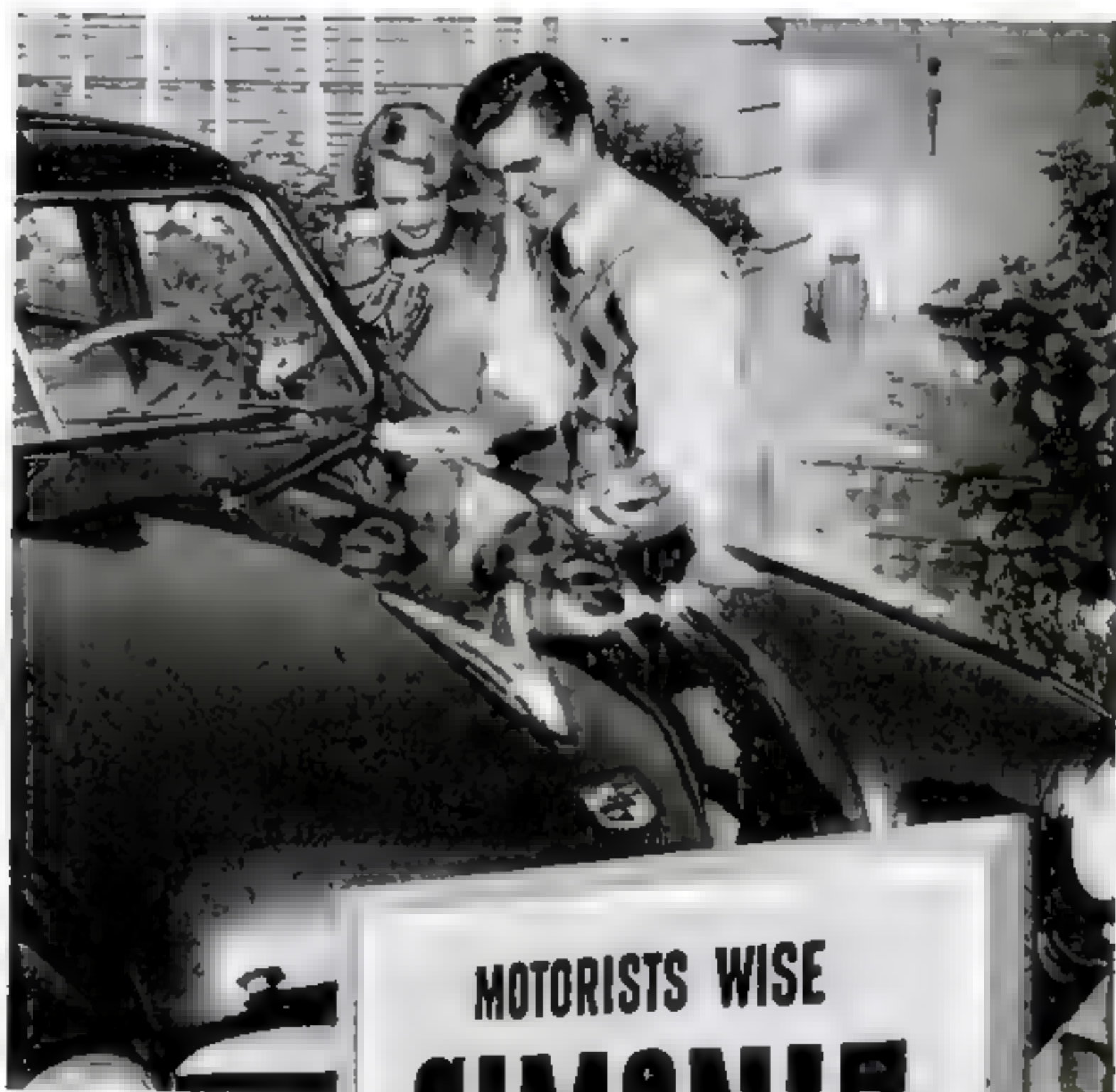


called "Ausserordentlichhochgeschwindigkeitselektronenentwickelndenschwer-arbeitsbeigolliatron" (translated as "Extraordinarily high-velocity electron generator, high energy by golly-tron"), soon modified the name to "betatron."

CONTINUED ON NEXT PAGE

ALL NEW CARS need SIMONIZ!

Saves the finish and keeps it Beautiful!



MOTORISTS WISE
SIMONIZ
GIVES CARS LASTING BEAUTY



**Simonizing is more necessary
now than ever before!**

Newer cars need only Simoniz to clean and beautify the finish... a single, simple operation. On older cars, first use Simoniz Kleener (Liquid or Paste) to clean the finish. Then Simoniz for lasting beauty.

THE SIMONIZ CO., CHICAGO 16, ILL.

Every new car should be Simonized — the sooner the better! It's the one sure way to keep grit from becoming permanently imbedded in the finish. Keeps colors from fading. Simonizing protects and preserves the original "show room" lustre... adds an extra, glistening sparkle all its own. So don't waste time with "temporary polishes." Insist on genuine Simoniz and Simoniz Kleener for dazzling, month-after-month beauty in any weather!

The sooner you Simoniz your car the better!



For a carefree
trip...



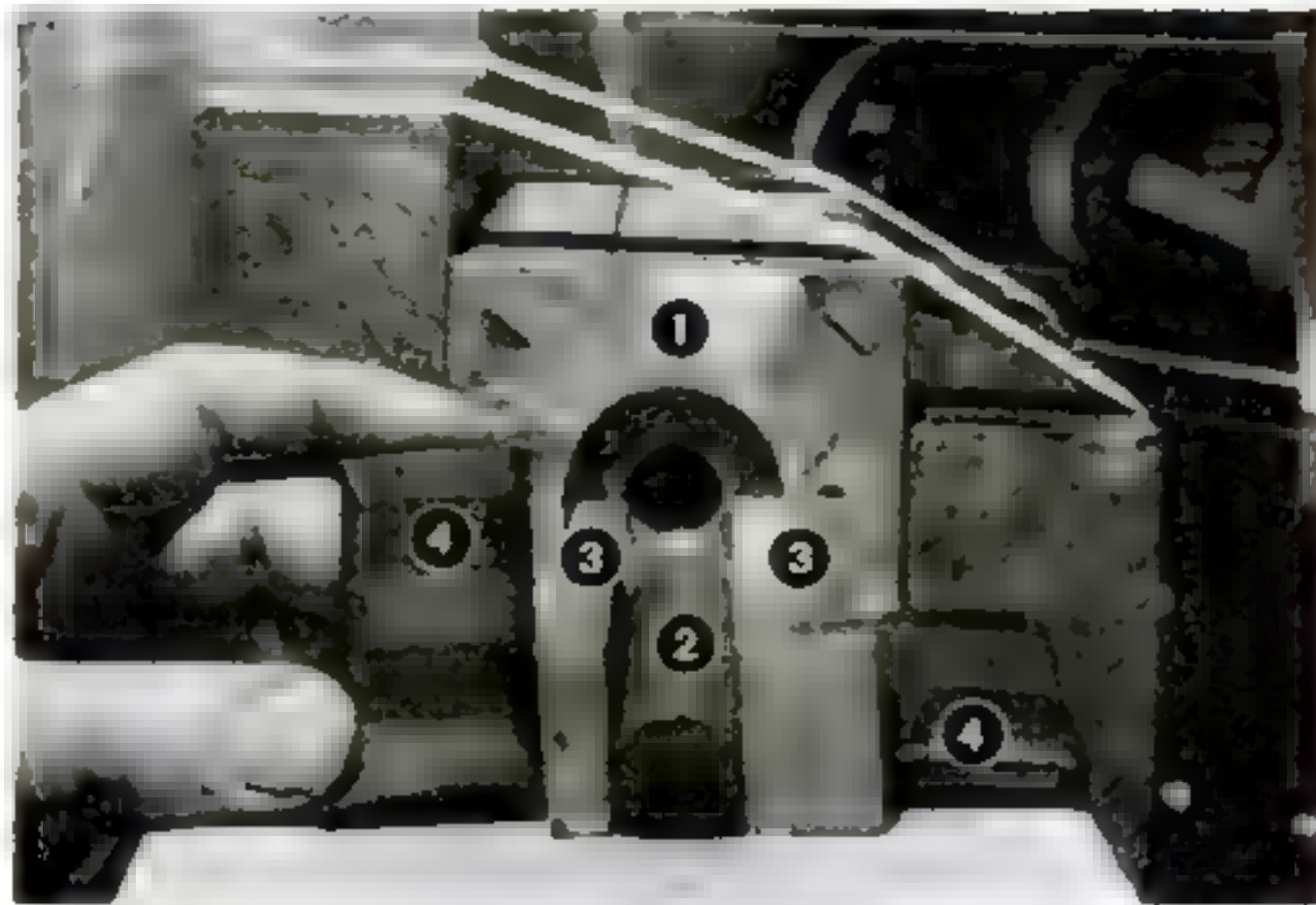
FOR RAILROAD TRAVEL AT ITS BEST

Go Pullman

COMFORTABLE, DEPENDABLE,
AND-ABOVE ALL-SAFE!

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Biggest Betatron CONTINUED

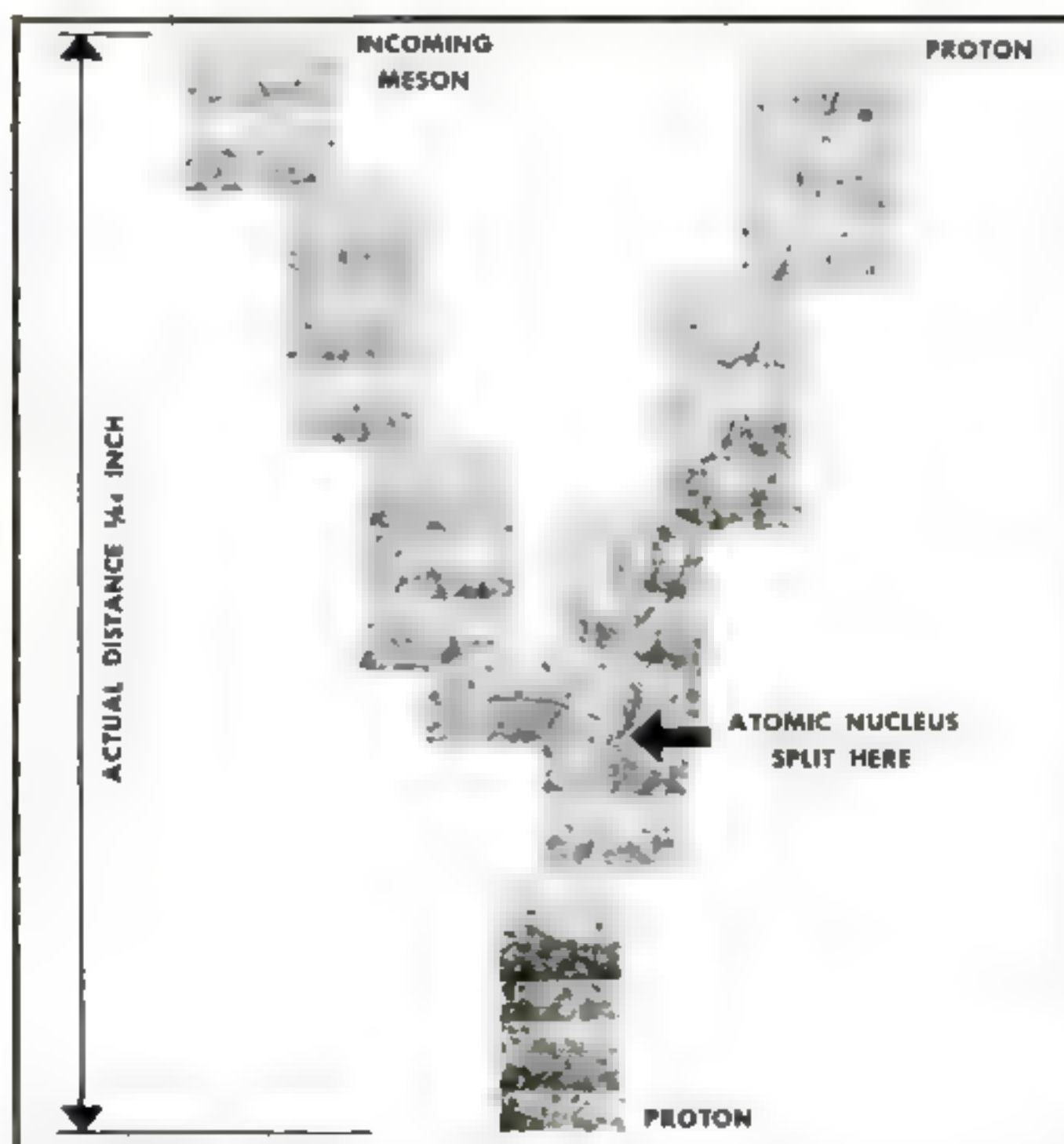


MESONS ARE PRODUCED when betatron's X-rays emerge from hole in guide block (1) and strike graphite bar (2). Some carbon atoms in bar are disrupted and shoot mesons through lead blocks (3) and into photographic plates (4).

MACHINE MANUFACTURES MESONS

In 1935, Japanese Physicist Hideki Yukawa (who last year won a belated Nobel prize for his work) speculated that the nucleus of the atom was "glued" together by a tiny particle called the meson. That such a particle did exist was established in 1937 when cosmic ray researchers caught traces of it on their sensitive recording equipment, but the particle's function was not yet proved. The search for mesons to study now began in earnest, and finally U.S. physicists succeeded in producing some artificially with a cyclotron (Life, March 22, 1948). The need for a machine powerful enough to produce mesons in large quantities was the major reason Dr. Kerst designed his new betatron.

Two days after the unveiling, the machine fulfilled his hopes and produced torrents of mesons. In the path of the X-rays a graphite bar was placed between lead blocks, with bundles of photographic plates on each side (above). When the X-rays slammed into the graphite some carbon atoms split apart, releasing mesons that flew through the lead and into the plates, leaving their telltale trails behind them. The meson traced in the picture below collided with an atomic nucleus in the photographic emulsion and knocked out two protons. By amassing this kind of data physicists may find out what the meson is and how it behaves.



PATH OF MESON was traced on photographic plate as the particle traveled through emulsion. At end of journey it hit an atomic nucleus, knocked off two protons. Photomicrographs were made of different areas of plate through which meson passed and were joined together to form a mosaic of entire trail (above).

VARICOSE VEINS

Need Not Keep You From Having

Sheer Leg
Beauty

Bulky elastic stockings are unnecessary. Remarkable Bell-Horn Tropical Weight Elastic Stockings give strong, required support for varicose veins and similar leg ailments, yet are entirely unnoticeable under sheer silk or nylon hose. At Department, Surg cal or Drug Stores.

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Tropical Weight
ELASTIC STOCKINGS

BELL-HORN, 431 North 3rd St., Philadelphia, Pa.
Send me helpful FREE BOOKLET: "NEW FACTS
ABOUT VARICOSE VEINS AND BEAUTIFUL LEGS."

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And all your cosmetic
uses. Dispenses clean
cotton as you need it
—special top holds
wave lotion. New,
practical, inexpensive.

COTTON PICKER
Cosmetic and Nursery Cotton
A CURITY Product

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Division of The Kendall Company, Chicago 16

Beautify Nails with professional
touch of Wigder Triple-Cut
Precision Files, Smoother.
Faster, Keeps sharp.
Cleans easily. **Wigder**
at drug & 10¢ stores. **Wigder**
NEWARK, NEW JERSEY

Tummy in a jam?
Tums say
"SCRAM!"
to Acid
Indigestion
Gas, Heartburn
TUMS
10¢
Honey Roll
3-roll package, 25¢
for the tummy



The Pick of them All

SO MANY Spring flowers...it's hard to pick and choose. But in whiskies, there's only one Seagram's 7 Crown...first choice for smoothness...the *pick* of them all for perfect taste.

Say Seagram's and be Sure

SEAGRAM'S 7 CROWN Blended Whiskey. 86 & PROOF 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK



CARRYING MODEL ANN GARDNER, WHO SAYS SHE REPRESENTS LADY GODIVA, BABE TRIUMPHANTLY STRUTS INTO THE SHRINE CIVIC AUDITORIUM IN LOS ANGELES

PINK ELEPHANT

It gets into a Lady Godiva act

Although their plans called for no alcohol whatsoever to be consumed at their party, the promoters of a Los Angeles "Beaux Arts Ball" decided that an appropriate touch to the evening would be a real pink elephant. Renting a 45-year-old, 7,000-pound female named Babe, they sprayed her with a coat of raspberry-colored paint. Half-

way through the party Babe, led by her trainer, marched in carrying a girl named Ann Gardner on her back. Ann wore little more than a large black fan and, as a result, diverted a good deal of attention from Babe. Because of this Babe developed a sudden inferiority complex, refused to do her barrel-sitting act and slunk off into a corner.

STEPS TO SUCCESS...

In Your United States Air Force

...this could be You!

"Jim... before you choose any career, look around and compare it with a future in the U. S. Air Force. Never before has there been such an opportunity to obtain a Regular commission and the chance for advancement and promotion."



Pilot's Wings

"... One year from now, you will have just finished your Aviation Cadet training... and will be ready for an exciting, worth-while career in military aviation. Where else can you get that kind of aviation-executive education — with unlimited opportunities for a great future!"



2nd Lieutenant

"... Then you may be assigned to a jet fighter or bomber group! Your days will be busy ones... flying, training and, at the end of the day, plenty of sports to keep you in shape... plenty of fun with your fellow officers! You'll make friends that you'll value for life. There's just nothing like it."



1st Lieutenant

"... Before too long, you're an element leader... logging plenty of flying time. One of the group who call themselves 'Jet Jockeys'! Cross-country training trips take only a matter of minutes. You're really moving fast! And you'll like the life of an Air Force officer... it's hard, fast action!"



Captain

"... As years fly by, you develop leadership qualities as a teacher of younger, less experienced pilots—much like you were several years before. Your experience will help them over the rough spots. You'll be helping to make the greatest team in the world even stronger and more efficient!"



Major

"... Before long, you'll find yourself moving up the ladder to even more responsibility... with better pay! You'll like your job as squadron operations officer... discussing engineering, maintenance, personnel and other management problems with your staff, working out the answers!"



Lt. Colonel

"... And when you get your own squadron, that is the day! There's nothing like the thrill of directing a well-coordinated team of aviation experts—officers and enlisted men. You'll take pride in the pilots, planes, ground personnel—all operating in one unit like a 24-jewel watch."



Colonel

"Then, as a base or group commander, with years of administrative and technical know-how behind you, you'll be responsible for many men, many planes. The teamwork that you've practiced during your years of flying will pay off in a well-managed, efficient organization!"



Brig. General

"... While you are still a young man, you're an expert in Air Force management problems or tactical or strategic operations... And you'll get a tremendous feeling of satisfaction when you welcome a new second lieutenant... because not too many years ago you were one yourself!"

Win Your Wings

U. S. AIR FORCE



RECRUITING

If you are single, between the ages of 20 and 26½, with at least two years of college, this is your opportunity for U. S. Aviation Cadet training as pilot or navigator.

Get your application today at your Local Recruiting Office or U. S. Air Force Base, or write Chief of Staff, U. S. Air Force, Attention: Aviation Cadet Branch, Washington, D. C.

ONLY THE BEST CAN BE AVIATION CADETS

Puerto Rican Rum

dry and light . . .
a welcome change for March



3 EASY WAYS TO SPARKLE UP THE OLD ROUTINE!

As made at the Caribe Hilton, San Juan, Puerto Rico

We envy you the moment when you first try Puerto Rican rum. It's a grand taste sensation with its fine brilliance and bouquet. So versatile, you don't tire of its distinctive flavor, served up in a great array of familiar drinks! Yes—here's the light, dry rum so

right for the whole evening's enjoyment. Millions of gallons are in reserve in Puerto Rico, developing the mellow smoothness for which Puerto Rican rums are famous. No wonder they're America's most popular rums—winning new friends coast to coast!



RUM MANHATTAN

3 parts Puerto Rican rum (gold)
1 part Italian Vermouth
(for a DRY drink, French Vermouth)
1 dash Angostura Bitters

Stir briskly over ice in shaker. Pour into chilled glass. Add cherry or lemon peel, if DRY. Then get ready for a smooth new kind of satisfaction!



DAIQUIRI COCKTAIL

1 finger Puerto Rican rum (white)
Juice ½ fresh lime
(or ¼ fresh lemon)
1 teaspoon sugar

Shake well with cracked ice. Strain into glass. Not just another Daiquiri but the most delicious you've tasted. *Light! Dry!* A dream of a drink.



RUM HIGHBALL

1 finger Puerto Rican rum (gold)
Add ice and fill with soda, ginger ale or water

Tried it yet? Don't miss the smoothest, mellowest highball you've ever had. Savor the flavor of incomparable Puerto Rican rum!

PUERTO RICO INDUSTRIAL DEVELOPMENT COMPANY, SAN JUAN, P. R.

Light and Dry...not sweet or heavy. Ask your dealer for Puerto Rican rum...gold or white. There are many fine brands to choose from.



SHAKING FINGER, CAROLA ACTS OUT A WARNING

THE BLACK ANGEL

Negro GI's deserted daughter is Germany's newest movie starlet

The cherubic child perched on the packing box at right may soon be considered the happiest German movie discovery since Marlene Dietrich came out in *The Blue Angel*. Chubby, talented Anna Caroline ("Carola") Mueller, 2½, is the only black angel in a new German movie, *The Strange Story of Kaspar Brandner*, that is cluttered with angels.

The movie's story is a fantasy about a Bavarian who dies and goes to Heaven, only to find it is just like Bavaria with angels added. Because there are now little Negro children in Bavaria, the movie had to have little black angels in its Heaven. Little Carola's father was a Negro GI with U.S. occupation forces, her mother a German girl named Mueller. Carola is one of hundreds of legitimate children (estimates run from 400 to 2,000) born of such unions since World War II. Deserted by her soldier and unable to support Carola, the mother gave her to the Munich child welfare office, which placed her and another Negro baby with a kindly couple named Franz and Katherina Schwabenbauer. They put her in dancing school. When Film Director Joseph von Baky went there looking for young angels, he hired Carola, who turned out to be an accomplished emotional actress (below) and an equally accomplished scene stealer.



SHEDDING TEARS is easy for Carola, who can turn them on whenever the director of her film calls for them.



IN A CHERUB DRESS with wings high, bright-eyed Carola Mueller enjoys chocolate bar during a lull in the

shooting. Bavarian studio workers pampered her with candy and sausages throughout her days on movie set.

REAL boys and girls *Pre*-test every **POLL-PARROT** shoe style...



For 21 years, real boys and girls have pre-tested every pattern of Poll-Parrot Shoes in actual wear! And here are just three of the many benefits your child gets from Poll-Parrot's strict pre-testing:

BENEFIT #1
Extra reinforcements at all vital points... give better wear!



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Age-conforming arches and heels... assure finer fit!



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Different lasts for boys and girls... to fit feet right, help them grow right!



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Black Angel CONTINUED



SISTER ANGELS play pat-a-cake with Carola while studio's child supervisor fastens her wings in place on shoulders. White angels wear blond wigs.



HUNGRY ANGEL Carola gobbles a goody offered by the studio supervisor. Her lunches were provided by the studio, which pays Carola about \$3.80 a day.



BAVARIAN HEAVEN is decorated with the same ornate furnishings as on earth. Standing by chest, Actress Ursula Lingen looks over the heavenly props.

CONTINUED ON PAGE 11



"You and I both have a stake in my store"

"Ten to one you don't live anywhere near my liquor package store at 255 Battle Avenue, White Plains, New York, or know me—Hudson K. Mason. Maybe you never bought anything from me. Even so, if you can spare a minute or two now, I'd appreciate it.

"They tell me that what I want to say may run in a magazine and be read all over the country. That's okay by me—for whether you're a doctor here in White Plains, a farmer in Kansas, or just a small retailer like me . . . you have a stake in my store.

"In fact, that's what I want to talk with you about . . . the store. After seventeen years as a newspaper circulation manager, I decided when the war was over that I wanted a business of my own. I did a lot of thinking and looking around, and opened here in 1948.

"I haven't done badly since. Nothing big, but I've got a nice trade and we own our house and a car. If we're lucky, my wife and I should be set for life.

"That's what's got me worried. There are some people in this country who, if they got their way, could end our dream of security. I'm talking about the 'professional dries.'

"These people have mighty strong notions about what you and I should or should not do. If they had their way, you'd never again enjoy

an occasional cocktail before dinner. And my store would be closed up for good!

"Sure, we all thought the American people settled that question back in 1933. But today, it looks like the dries are trying to win with taxes what they couldn't win with votes!

"What makes me think so? Well, just look at the record. Since Repeal—only 16 years ago—Federal excise taxes on distilled spirits have been increased 718%—from \$1.10 a proof gallon to \$9.00. And on top of that there are 22 other Federal, state and local taxes.

"Know what that means? It means that when you buy a bottle of blended whiskey costing, say, \$3.75, over \$2.00 of your money—over half of it—goes for taxes!

"Now don't get me wrong. Liquor should be taxed, but not so high that the government is cheated out of millions of dollars in revenue every year by illegal, 'no-tax' whiskey. And I don't think any fair-minded American deliberately wants to give back to the moonshiners and gangsters a legitimate, lawful business that means so much in jobs and payrolls.

"Over a million people are now employed in our industry. If sky-high taxes cause a drastic shrinkage in the sale of legal alcoholic beverages,

thousands are going to be looking for jobs. And somebody will have to dig a lot deeper to make up the taxes Uncle Sam and the states now get from legal alcoholic beverages.

"You know as well as I do who that 'somebody' will be. It's going to be Mr. John Q. Public—you and me—wets and dries alike!

"That's why I say—'You and I both have a stake in my store!'

Hudson K. Mason's message is sponsored by the producers and distributors of alcoholic beverages. As citizens and businessmen, we stand for the following aims in your community:

- • • the encouragement of moderation by word and by example.
- • • the licensing of only orderly places of business.
- • • the strict observance and enforcement of the law.

**LICENSED
BEVERAGE
INDUSTRIES,
INC.**

10 East 40th Street,
New York 18, N. Y.



New Invention ROLLS PAINT ON Like MAGIC

Without Spilling
or Dripping a Drop!



NO BRUSH MARKS!
NO LAPS! NO RUNS!



Now You Can Paint 2 to 3 Times Faster!

Here is the greatest painting device ever developed! An invention that enables you to paint like an expert—and do the job 2 to 3 times faster!

MagiKoter is different. You don't dip it in paint . . . you pour paint into the sleeve-covered cylinder. It doesn't drip. Doesn't leak. Just roll the paint on—and you get a beautiful finish, a professional-looking job—no laps—no runs . . . no brush marks! You'll be amazed!

MagiKoter has been carefully engineered . . . thoroughly tested by amateurs and professionals . . . endorsed by paint manufacturers for oil paints and enamels.

CYLINDER
HOLDS
PINT OF
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\$4.95

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If your favorite dealer
does not have new
MagiKoter . . .

Mail Coupon NOW

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P. O. Box #43, Department C
Cleveland, Ohio

Please send me MagiKoters at
\$4.95 each 1 enclose in full
payment. (Price good in U.S.A. only.)

Name

Address

City Zone State



FOSTER MOTHER Katherina Schwabenbauer, 52, and Carola feed the pig, Jackle. State pays Frau Schwabenbauer about \$8 a month for Carola's care.



FOSTER FATHER Franz Schwabenbauer, 63, a deliveryman (right), holds Carola on lap while he has a stein at Munich's famed beer hall, Hofbräuhaus.



THE WHOLE FAMILY, including Carola's foster sister Annemarie, goes for walk in Munich. Frauen Kirche (background) looms over bombed buildings.

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NEURALGIA
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of **GAS**

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• Durable non-glare Vinylite • Trans-parent pockets for melds and canastas • Completed canastas are visible • Choice of green, yellow, crystal, blue • Corner ties hold cover smooth • Wonderful for prizes or gifts.

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JUST MEANT FOR LENT





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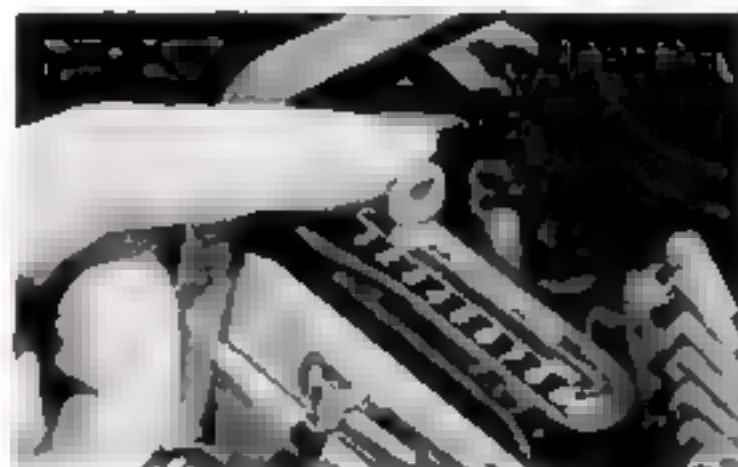
These 6 famous features are only some of the reasons why students prefer this fastest of all portable typewriters more than 2 to 1 over any other make!



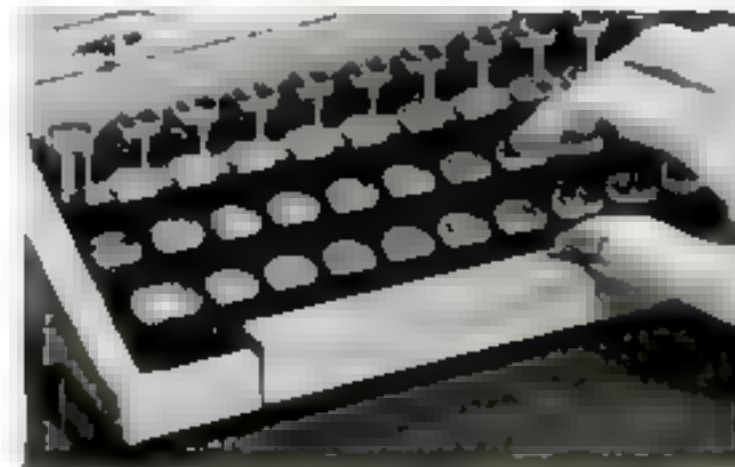
1. "Magic" Margin. Easiest, quickest way to set margins. No fuss, no fret—click, it's set! Only Royal has it!



2. Finger-Flow Keys. Shaped to contour of finger tips, keys promote easier, faster typing. Only Royal has them!



3. "Touch Control." On the Royal every member of the family can set touch of the keys to suit himself!



4. Speed Spacer. Built-in space bar makes typing more comfortable . . . means easier, more accurate spacing.



5. The Standard Typewriter in Portable Size. Fully standard keyboard in size, slope, distance between rows of keys and position of controls!



6. Mechanically, the Royal Portable is built to travel faster than human fingers. The World's Portable Speed-Typing Championship was won on a Royal Portable! Here is the *world's fastest* portable typewriter!

Bull's-eye News! Only on Gray Magic Royal Portable can you get all these features! "Magic" Margin. Finger-Flow Keys. Speed Spacer. "Touch Control." Locked Shift Freedom. Line Finder. Rapid Ribbon Changer. Automatic Paper Lock. Touch-set Tabulator. Air-flight Case. Technical and foreign language keyboards, and a type style for every purpose. *See how easy it is to own one! Go to your dealer's now!*

GRAY MAGIC ROYAL PORTABLE

Made by the World's Largest Manufacturer of Typewriters

"Magic" and "Touch Control" are registered trade-marks of Royal Typewriter Company, Inc.



LELTIE STOPS AT HER OFFICE TO USE THE PHONE

Life Makes the Rounds with a Small-Town Society Editor

Abilene's Leltie Faucett covers everything from high life to Herefords

The week of Feb. 13-19 was socially just an ordinary one to the 55,000 people of Abilene, Texas—a few weddings, the usual club meetings, a couple of special parties. But to Leltie Faucett, a 63-year-old widow, it was full of fascinating events. As society editor of the Abilene *News-Reporter*, Leltie covers her beat indefatigably and enthusiastically, filling a page or two every day and 15 to 20 pages on Sunday with stories so full of activity that Abilene seems to emerge as a social center of the U.S. Life went with Leltie on her social rounds during the week and presents here some of the things she saw, along with the headlines of the stories she wrote.

Because the big dailies from Fort Worth and Dallas can outdo it in coverage of national news, the

News-Reporter (circ. 36,000) goes in heavily for local chitchat and rural items, and Leltie has to be more than just a society reporter. In her 31 years with the paper she has seen her job mushroom until now it covers everything, from upper-crust parties at the country club to fashion notes, a daily recipe and agricultural doings. On a busy day Leltie gets to as many as six events, either on foot or in her car, gets tips on new parties from people who stop her on the street, runs in and out of the office three or four times to turn in copy and winds up the day babysitting for her grandchild Lenda. Abilenians say, "It isn't a party unless Leltie is there." But when asked if all this hyperactivity does not wear her down, Leltie simply answers, "Why, it's just seeing my friends."



LELTIE CASTS A CRITICAL EYE OVER PRIZE BULLS



New Idea Club Meets With Mrs. Douthit

When Mrs. Ed W. Douthit, 704 Beech St., entertained the New Idea Club Monday afternoon, she included five visitors along with members. Mrs. J. W.

SEWING CLUB, which met Monday at Mrs. Douthit's home, has been Abilene fixture for 30 years. Leltie helped form club, whose membership is limited to 16. Newspaper headline (left) is from Leltie's write-up of the meeting.



FOR 200 GUESTS
Rees Joneses, W. W. Wilsons Hosts to Cocktail Party, Dance

DRESSIEST PARTY of the week was Valentine's Day dance at the Abilene Country Club, which Leltie felt she could safely call a "cocktail party" (guests brought their own bottles) although Abilene is legally dry. Shown here talking with Host Jones (center), Leltie did not dress up for the party. In her account of the affair Leltie managed to mention 103 of the 200 guests present.



OWNED BY MRS. RUPERT HARKRIDER (RIGHT), WHO IS A DIRECTOR OF TEXAS HEREFORD ASSOCIATION, LETTIE SAYS CATTLE ARE "ABILENE'S REAL ARISTOCRACY"



Miss Lane Gives Landscaping Demonstration
A demonstration on landscaping. The year's projects of the Women's Home Demonstration Club are shown.

LANDSCAPE LESSON was given on Thursday afternoon at Pearly Gates, home of Mrs. Pearl Groene (right) for the Women's Home Demonstration Club, which exists in Taylor County. Leltie (background) as well as Annie Lucy Lane (white flower) a county demonstration agent, showed how a pyracantha should be planted four feet from house, preferably near a corner.



WHAT'S COOKING?
Date Loaf Cake Keeps Moist For Month, Says Mrs. Ballard
Date Loaf cake is one of Mrs. Ballard's specialties. She has been making it for years and it is always a success. The recipe is simple and easy to follow. It is a great treat for the whole family.

DAILY RECIPE was found by Leltie on Wednesday when she dropped in to see Mrs. W. P. Ballard, wife of Lerasman employed by Mrs. Harkrider (top picture). Leltie was surprised to learn Mrs. Ballard sprinkled soda on dates.



Send postcard for FREE leaflet with 42 tips on "Good Taste Today," Box A-2, Oneida, N. Y.

Where do you seat the boss? Being guest of honor, he should be seated on the hostess' right! Equally important to the occasion, a handsome set of matching silverware. For amazingly little money, such a set will keep your table not only correct and in good taste, but beautifully "dressed." A 42-piece set of 1881 (R) Rogers (R) Silverplate costs only \$39.75, chest included! Compare its weight, finish, design, patterns with other brands. You'll discover that this is a really remarkable value! Choice of 4 attractive patterns in this beautiful, long-lived silverware.



Trade Mark © 1940, Oneida Ltd., Oneida, N. Y.

pattern shown is *Plantation*

1881 ROGERS
SILVERPLATE by ONEIDA LTD.



IT'S **Richardson's** MINT.

What Candy is good anytime? You have it... Smooth, Creamy **Richardson's** "After Dinner Mint." The craving for sweets is satisfied long before over-indulgence. Always FRESH... never sold in bulk. Look for the name **Richardson's**

U-ALL-NO
Richardson's
AFTER DINNER MINT

Thos. D. Richardson Co., Phila. 34, U.S.A. *Also Wintergreen, Lime and Lemon



10¢



**TIP, Social Club,
Has Barn Party
For Rushees**

A barn party for the TIP Social Club was given Thursday evening at the Fair Grounds. The party was given by TIP members and their guests.

RUSHING PARTY held in the Fair Ground stable by TIP Club of McMurry College Thursday ended with member "reading future" on stomach.



WIVES TODAY

**Rita Frances Vandeyacht Is
Bride of Paul T. Bailey, Jr.**

Rita Frances Vandeyacht, of McMurry Hospital School of Nursing, was the bride.



ON TUESDAY

**Abilenians Hear Episcopal Missionary Bishop
Discuss "Season of Lent" at Luncheon Meeting**

FANCY PLATES were given to Lettie and the Bishop of North Texas on Tuesday by the Episcopal woman's auxiliary. Lettie herself is a Baptist.



Neighbor Circle Hears Mrs. Whetsel

Mrs. Ellen Whetsel led the lesson for the Know Your Neighbor Circle meeting Friday afternoon at the home of Mrs. W. E. Ward on 11th and Oak Road.

PIGGY BANK donations of Know Your Neighbor Circle addressed on Friday by Mrs. Whetsel (third from right), go for children's Bible lessons.



CHURCH WEDDING Thursday was must for Lettie (right), who sat on the bridegroom's side. Church's new role was to get out of town. For a time, white Lettie was "locked" with white people. She or her staff attend all wedding because years ago she reported secreted weddings that did not take place.



ENTERTAINING GUESTS

Daughters of American Revolution Chapter Hosts for Annual George Washington Tea

FANCY COSTUMES of the Revolutionary period were exhibited at the D.A.R.'s annual tea on Saturday afternoon at the Abilene Woman's Club.

CONTINUED ON NEXT PAGE

*Now get the mattress
you'll enjoy for **YEARS!***

RESTONIC

Triple Cushion

THE MATTRESS WITH

LOCKED-IN COMFORT!



Guaranteed by
Good Housekeeping



These **PADLOK**
inner fasteners
make the comfort
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NO OTHER MATTRESS is like it! Sewed-through upholstery layers are locked to the coils with patented PADLOK inner fasteners. They eliminate tufts and buttons, keep cotton from getting lumpy, do away with tufting cords that tie down and restrict coil action. You get wonderful new-mattress luxury for YEARS!

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These New Design "ELEVATORS" look as smart and feel as comfortable as any other fine shoes. But what a difference in how they make you look and feel! Wonderfully... but wonderfully taller. Instantly! They cost no more than other fine shoes.

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FEED YOUR DOG THE "MILK-BONE WAY"!



MILK-BONE DOG BISCUIT in the morning gives him the chewing exercise that helps promote strong teeth and gums. Then serve MILK-BONE TINY-BITS for dinner... balanced to suit his nutritional needs—varied to suit his taste with soup or table scraps. MILK-BONE foods are economical because they're concentrated... baked for easy digestion, sealed in cartons to keep fresh! Start feeding the "MILK-BONE WAY"!

MILK-BONE DOG BISCUIT AND TINY-BITS contain nutrients your dog needs: Vitamins A, B₁, B₂, D, and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk.



NATIONAL BISCUIT COMPANY



**Bryan Bradbury in Program
At Woman's Club Luncheon**



**'District School' Box Supper,
Scotch Foursome Held by Golfers**



COLD STARES from Woman's Club members greet speaker, Lawyer Bryan Bradbury, at weekly lunch on Friday. Speaking on civil rights, Bradbury advocated antilynching legislation but said South was not ready to end segregation.



COLD SUPPERS in fancy boxes are auctioned on Sunday evening at Abilene country club to members in "schooldays" costumes. Proceeds paid for prizes in Sunday afternoon husband-and-wife "Scotch Foursome" golf tournaments.

New style Boxers for active Men!



MEN who prefer all-around elastic waist band comfort are demanding Boxers with GRIPPER® Fasteners. Here's why . . .

1. They're easier to get in and out of!
2. They make laundering easier.
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NO WONDER active men are delighted with these wonderful GRIPPER Fasteners! They're on to stay . . . yet are easy to snap and unsnap.

And women like them better, too, because they know that GRIPPER Fasteners (made only by Scovill) won't pop off . . . chip . . . or break. They're

laundry-proof, and make ironing so much easier!

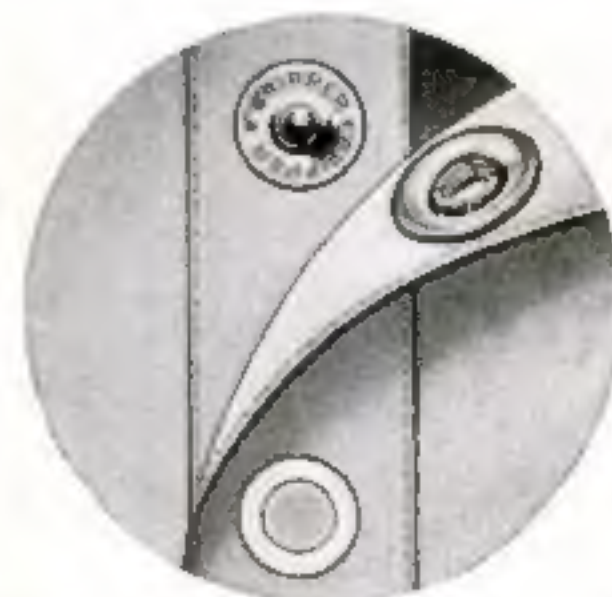
So, this year in Boxers (or whatever style of woven shorts you prefer) you'll find that GRIPPER Fasteners are a wonderful advantage. And shorts with GRIPPER Fasteners are available in leading brands everywhere.

GRIPPER Fasteners for home attachment are available at all notion counters.

THE LAUNDRY-PROOF SNAP FASTENERS
THAT END 'BUTTON BOTHER'!

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PAINT BRUSHES
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Durable bristles... won't break off

SEQUEL

PARIS CHIMP MAKES LIKE PICASSO

When he saw in LIFE the Gjon Mili photographs of Artist Pablo Picasso drawing in the air with a flashlight (LIFE, Jan. 30), a Paris photographer named Obie Davis was reminded of an acquaintance of his, a chimpanzee named Lola. Lola, a resident of the Vincennes Zoo, was known as a smart chimp with an artistic bent. It took less than five minutes of explanation before Lola started flailing away with a tiny flashlight. The patterns she produced were remarkably expressive and about as abstract (*below*) as any by Picasso.



PICASSO DRAWS AN ABSTRACTION



"YOU CAN DO IT," Davis' aides urge Lola. Chimp had previously shown artistic imagination in making collages from banana peels and peanut shells.



LOLA DOES ABSTRACTION by drawing in darkened room with flashlight. Davis held camera shutter open for light patterns, used flash to catch chimp.



Willow trees in Holland

Sprout Shoes

1 "Try this for size," said the cobbler-carpenter, putting my foot on a chunk of wood cut from a willow log. My Dutch host bet me that I'd be able to dance in wooden shoes the first time I wore them," writes an American friend of Canadian Club, "I was skeptical, but it was worth trying, just for the fun of seeing my shoes made on the spot."



2 "With an auger I tried to help hollow out my clodhoppers while the cobbler wielded an expert hatchet. It's quite a trick. Willow splits easily. I made kindling of my efforts, but he chopped and chiselled my shoes to completion in no time at all."



3 "The fashionable colors this year have been fashionable for generations. You klompety-klomp in these thrifty *klompen* because they fit loosely even when worn with 5 or 6 pairs of heavy socks. Volendam villagers still wear them weekdays. They're actually quite comfortable, I *could* dance in mine, so my host won his bet."



4 "At a 17th century taproom in Amsterdam, I ordered the best in the house, never guessing they'd have my favorite whisky, but there it was... Canadian Club!"

5 "There is a Dutch decree that this taproom, The Silver Mirror, may never be changed," my host said. 'It is regarded as a monument to hospitality. The Canadian Club, mynheer? Oh, yes... that we have added. For what would hospitality be without Canadian Club?' His words made me think of the many travelers who have

told me of finding Canadian Club in unexpected spots all over the world." Why this worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS... THE BEST IN THE HOUSE

"Canadian Club"

6 YEARS OLD

90.4 PROOF

Imported in bottle from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky.



It takes truly fine tobacco to give you a smooth, mild smoke with never a rough puff. That's why



Malcolm M. "Mac" Hassel, veteran tobacco warehouseman of Washington, N. C., says: "Year after year, I've seen the makers of Luckies buy fine tobacco—tobacco that makes mighty enjoyable smoking. I've smoked Luckies for 25 years." Here's more evidence that Luckies are a finer cigarette.

LUCKIES PAY MORE!

Fine tobacco costs more—and Lucky Strike pays millions of dollars more than official parity prices for fine, ripe, light tobacco to give you more mildness... more smoothness... more real deep-down smoking enjoyment. There's never a rough puff in a Lucky! Find out for yourself! Get a carton of Luckies—today!



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So round, so firm, so fully packed — so free and easy on the draw